

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

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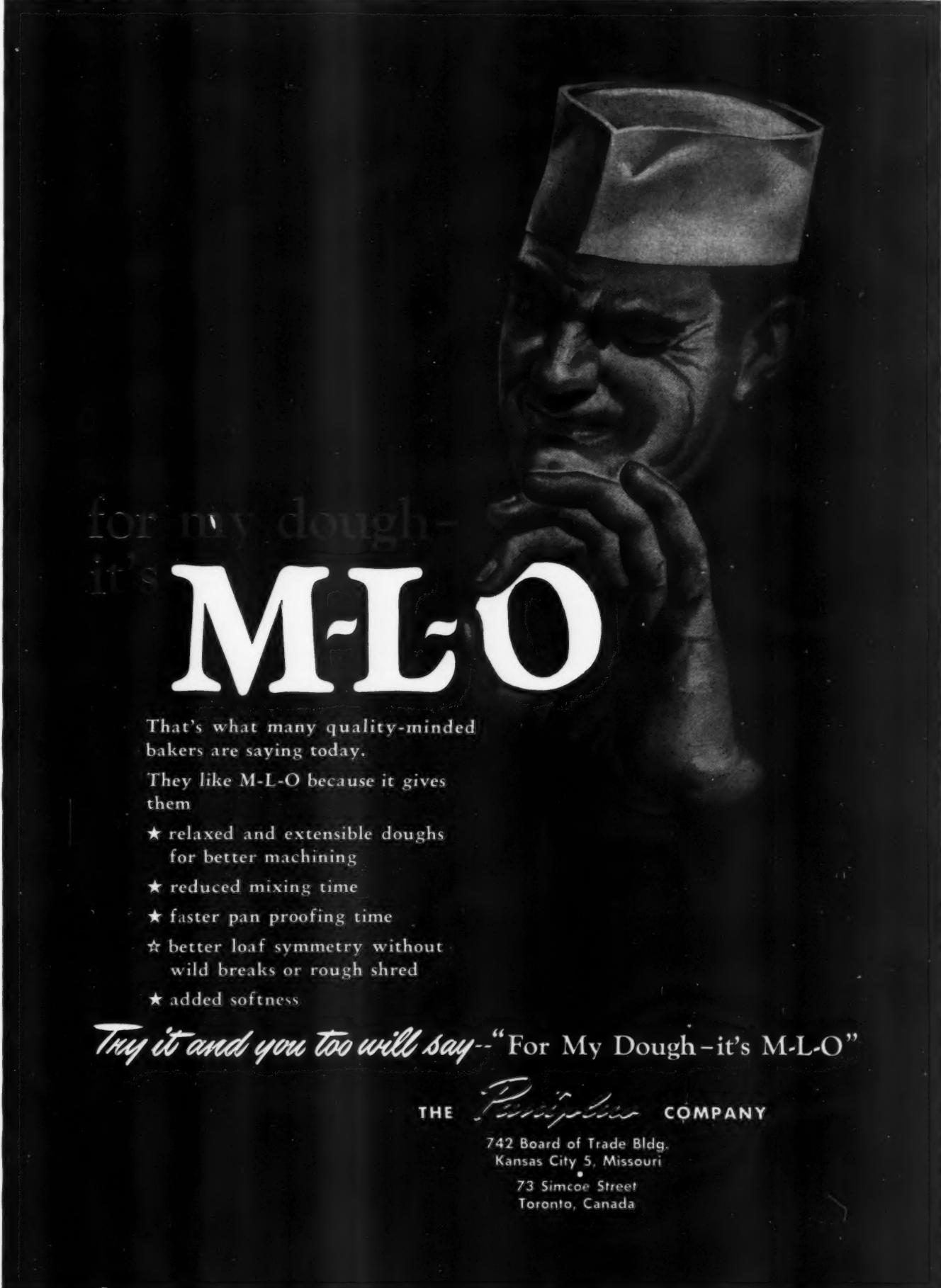


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The American Baker

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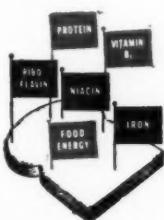


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Many tests of flour quality are made each day by the technicians in our laboratory. All are very exacting; however, we believe the most critical of all is the final one of actual baking performance.

For information on Econo-Flo bulk storage and handling equipment for your bakery, we suggest that you discuss Econo-Flo with your local Gooch representative or write direct to:
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The results received here must give us proof and assurance that the expected will be received by our customers.

This is one of the reasons why baking results are so uniformly satisfactory when you use—

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Comment . . .

. . . by Cooley



F. W. Cooley, Jr.

It is pretty generally agreed that the baking industry must do something to lure young blood into its plants and executive offices. Baking, with a great many of the older industries, is having its growing pains in the process of changing from a hand craft to a machine operation. The professions are attracting many college entrants because of their well-nigh irresistible combination of great prestige and unlimited financial opportunity. Engineers are in great demand as the nation swings to romantic atomics, creating employment where there was a dream.

In the face of these difficulties the baking industry should be congratulated for emphasizing the need of higher education.

In addition to supporting baking schools by retaining their graduates, the baking industry should support the education itself through encouragement and financial assistance. We are aware that the phrase "financial assistance" is heard through the land with a voice surpassing that of the turtle—but the cost of education is going up rapidly.

The Southern Bakers Assn. and Florida State University pioneered nearly four years ago with the FSU department of baking science and management. Since that time \$90,000 has been contributed to the SBA University Fund for scholarships to students. Dr. L. A. Rumsey, head of the department, estimates that half the students need financial assistance of some kind.

More funds are now needed for the scholarship coffers. With increased enrollment and added research work the drain on the SBA University Fund is greater all the time. Contributions should be stepped up to insure that every student who wishes a career in baking have his chance. The school is building new facilities to offer students every advantage; the baking and allied industries are being reminded that their help is vital in not only finding prospective baking executives and production superintendents, but in keeping them in school in the face of increasingly heavy drains on the University Fund.

If you have just another minute, read what Dr. Rumsey has to say on the subject:

"We feel that the University Fund, which must supply some of our students with financial aid if they are to complete their four year course of study in baking, needs to be built up to a sizable amount that will give us continuity and security to the scholarship program for the years to come. Nothing much has been done on that Fund since the original contributions, and there is danger of its exhaustion in another year."

"We feel that this is a national program for the whole industry and it deserves the widest interest and support from the baking and allied industries all over the country."

Dr. Rumsey and his staff have been tireless in their efforts on behalf of baking's youth, the Southern Bakers Assn. had the foresight to see the need for executive leadership, Florida State University provided the facilities. Baking and its allied industries is being approached on a national level to build baking's stake in its future.

Dr. Rumsey will be glad to explain the workings of the Fund—write him at Florida State University, Tallahassee, Fla.

(See illustration on page 11)

* * *

Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"We've got to cook up something new to say about our bread! We're the only bakery in town still putting out all-bread bread."

Trends . . .

It Ain't High or Low Calories—It's Habit

We are apt to consider that the size of our stomachs determines the quantity of food which we can eat. In actual fact our food consumption is determined by our energy expenditure. If our energy expenditure decreases, our food consumption, in terms of energy furnished, must also decrease or we will build up surpluses not in the granary but around the midriff. If our energy requirements increase, our food consumption must also increase if we are to maintain weight. When this automatic regulator functions improperly we join that group of individuals referred to as "obese."

There is some evidence that the widespread mechanization of industry and agriculture has decreased the human energy required for useful work. For this reason, we would expect that our caloric intake should also decrease. It would appear, however, that our increased participation in recreation has imposed a new demand for energy, as a result the decrease in energy intake over the years has been small, indeed.

Because the energy value of our diet determines the size of our diet, the change in the energy contribution of the various food groups over the years serves as an accurate measure of changing food habits. The Bureau of Agricultural Economics has published figures on the percentage of total nutrients contributed by major food groups during selected periods. Between the years 1909 and 1913 and for the year 1952 our energy intake was provided in the following way through the foods we ate.

	1909-13	1952
	%	%
Dairy products, excluding butter	9.6	13.4
Eggs	1.9	2.8
Meat, poultry and fish	11.6	12.8
Fats and oils, including pork fat cuts and butter	15.9	20.1
Dry beans and peas, nuts and soy flour	2.2	2.9
Potatoes and sweet potatoes	5.2	2.9
Citrus fruit and tomatoes	.5	1.4
Leafy green and yellow vegetables	.6	1.2
Other vegetables and fruit	3.6	3.9
Flour and cereal products	37.2	22.8
Sugar and syrups	11.6	15.4
Cocoa	.1	.4

Every food group has shown advances except two—the potato and sweet potato group and the

(Continued on page 56)

Editor's Note: William B. Bradley, scientific and research director of the American Institute of Baking, Chicago, delivered the address reprinted above at the AIB Intra-Industry Conference on Consumer Relations recently. Originally titled, "The Size of the Loaf—The Size of the Market," Dr. Bradley points out several interesting things, among them that a more compact product might increase consumption, and that technical advances within the industry itself have taken away some of the industry's market.

Editorials . . .

IN DEFENSE OF SPECIAL WEEKS

FROM time to time there has been editorial comment in these columns poking fun at the rash of special "months," "weeks" and "days" which has colored the complexion of our social and economic life in recent years. The intent was not to disparage this American institution—for that is what it seems to have become. But certain aspects of the thing are so whimsical as to invite humorous contemplation—and perhaps even a horse laugh. "Save the Horse Week" provides a pat example.

Among the sober and wholly pragmatic special times that come to mind most readily out of the welter of some 400 events of this kind celebrated in the United States annually or occasionally are "Doughnut Month," "Clean Up Week," "Fire Prevention Week," and such-like. Their value and the philosophies behind them have been demonstrated and cannot fairly be discredited. But how can risibilities be avoided and diaphragms kept from shaking at certain others? For instance: Old Maid's Day, Expectant Fathers' Day, National Bow Tie Week, National Cage Bird Week, Kraut Week and Diabetes Week.

Yet perhaps even these should be contemplated with a straight face. The Chamber of Commerce of the U. S. thinks so, and in one of its publications comes spiritedly to the defense of the whole special-times business. The chamber, it should be remembered, has assumed a sort of sponsorship over these days, weeks and months, and has taken over from the U. S. Department of Commerce the publication of an annual booklet listing all the events.

The chamber's editorial spokesman protests that though there are a good many people who find the special events "just a shade silly," in his mind this point of view is "just a shade superficial." He goes on: "No doubt some of the slogans for special events are humorous. But they also serve the practical purpose of calling attention to something a lot of folks believe important."

To some people, the editor admits, National Pickle Week might not seem inherently dignified. Yet he contends that Pickle Week "should and does arouse memories of picnics—past—and midnight snacks to come," both of which, to his thinking, are worthwhile pursuits.

As he gets emotionally wound up in his subject, the chamber editor concludes that special days, weeks and months "are part of our American folklore, reflecting our national sense of values—and, indeed, our national sense of humor—which is a saving grace entirely lacking in all directed economies since the days of ancient Egypt and perchance, before."

A good argument here—and if pickle weeks can do anything to lighten the dismal dishumor of controlled economies, we should all be for 'em.

* * *

In a free price system, says the Chamber of Commerce of the U.S., the consumer is king and in the long run dictates what products will be produced.

This Month . . .

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2-Price Plan for Wheat Scored By American Bakers Assn.

CHICAGO—E. E. Kelley, Jr., president of the American Bakers Assn., warned that contemplated 2-price system legislation on wheat "unquestionably would result in higher prices for bread and other bakery products."

Terming the technique to be used as a "thinly-disguised processing tax to be borne by the consumer," Mr. Kelley in a wire to Sen. George D. Aiken, Vermont, urged that Senate conferees on farm legislation reject that portion of HR9680 which refers to the 2-price plan and which has passed the House of Representatives. Sen. Aiken is chairman of the Senate Committee on Agriculture and Forestry which is studying the bill.

The proposed 2-price system is based on a complicated formula under which the farmer would receive 100% of parity, instead of the present 90%, for wheat consumed domestically. The flour miller and other processors of wheat would receive refunds from the government for wheat products subsequently exported.

Mr. Kelley urged complete rejection of the plan, pointing out that the cost would be borne by the consumers of the nation's basic staple food, bread. Such treatment, Mr. Kelley said, of so large a segment of our population is unfair, adding "this unique method appears a completely unrealistic and unsound approach to solution of the continued wheat surplus."

At the same time, Mr. Kelley said, various factors including increased distribution costs are making it increasingly difficult for the baking industry to hold the line on prices of bakery foods. Weather, of course, influences quality of the crop, he said, but he also noted that some farmers are not raising high quality wheat suitable for milling into flour of baking quality.

"In the midst of the greatest accumulation of surplus wheat in history," Mr. Kelley said, "it is ironical that bakers are paying

New \$500,000 Plant

DENVER—Baur's, long-established specialty bakery and confectioners of Denver, has announced the building of a new \$500,000 plant in suburban Denver.

To be located in the new Cherry Creek shopping center, the new construction calls for a 2-story building with 7,000 sq. ft. on the second floor, 8,500 on the first floor. Included will be a complete bakeshop, confection factory, a cafeteria, exterior dining room on a mall extending on both sides of the building, a carry-out foods department, and a special-order catering department. All of these will be expansions of services which have been developed since 1875, in the headquarters Baur's plant in downtown Denver.

The completely equipped bakery will specialize in custom-decorated cakes, party pastries, and a huge variety of deluxe specialties, reports David Walker, executive vice president of the company. To be built at a cost of \$500,000, the new multi-purpose plant and store will bear the title of "Baur's Cherry Creek." The completion date will be April 1, 1955, ground having been broken July 1.

some of the highest prices ever for the flour they need.

"Under existing and proposed price-support policies, while there is a limit on the acreage of wheat a farmer can plant, there are no restrictions as to varieties grown. Varieties which produce a high yield per acre naturally would be preferred by growers.

"There is little incentive for the farmer to improve or even maintain the quality of wheat unless he is after bonus prices from the miller.

"It all adds up to an increasingly unfavorable situation for the wheat growers' best customers—the bakers of America who use more than 70% of all the flour sold domestically."

Mr. Kelley cited a recent statement in the Kansas Crop News by Dr. J. A. Shellenberger, head of the flour and feed milling industries department at Kansas State College, who declared:

"So long as farmers grow wheat to be stored rather than consumed, and the support program makes no difference between high quality and inferior varieties of wheat, there will be no day of reckoning."

"Utter disregard by growers of varieties desired by millers has damaged Kansas' reputation as a wheat state."

Bread Price Hike in the Wind

The first sprinklings of one-cent advances that may break out in a rash of bread price increases throughout the country have been observed. In every case higher ingredient and labor costs are blamed for lowered profits.

Need for the increase is borne out by chain earnings reports, which unanimously show lowered profits on higher sales. One company has totaled up the cost increases in flour, shortening and labor to come up with \$5,800,000 higher costs than a year ago. The price increase last year brought in \$2,800,000—the difference is the reason the chain expects to raise its bread price again before summer is over.

Bakers fear price increases in the face of declining flour consumption and possibly lower bread volume sales. They say housewives cannot reconcile surplus wheat with higher prices, and complain that wheat is being raised "for loan quantity, not baking quality."

Baking Industry Sanitation Standards Group Praised

CHICAGO—"The baking industry owes a vote of thanks to the members of the Baking Industry Sanitation Standards Committee, whose task it is to make our job easier," E. E. Kelley, Jr., president of the American Bakers Assn., says as the committee completes its first five years of work.

"The work of no other group is of more importance to the continued growth in the esteem and confidence with which the American public regards the baking industry," Mr. Kelley continued. "Standards within the industry are high and so consistent that the average consumer takes them for granted but, through the efforts of the BISSC, even higher standards are being created for the future."

Eight Standards Published

Since its formation in 1949, the BISSC has developed and published eight standards and is presently working on additional standards which should bring the ultimate total of 25 or more. The advice and guidance of consultants from the American Public Health Assn., the International Association of Milk and Food Sanitarians, the U. S. Food & Drug Administration, the U. S. Public Health Service and the National Association of Sanitarians have been obtained by the committee in developing the standards. Those already published and distributed deal with equipment for handling flour; dough troughs; mechanical proofers; pan, rack and utensil washers and industrial sinks; cake depositors, fillers and icing machines; horizontal mixers; vertical mixers; and conveyors. Additional standards will be issued for other equipment as the committee develops them, aided by a multitude of task committees.

The completely equipped bakery will specialize in custom-decorated cakes, party pastries, and a huge variety of deluxe specialties, reports David Walker, executive vice president of the company. To be built at a cost of \$500,000, the new multi-purpose plant and store will bear the title of "Baur's Cherry Creek." The completion date will be April 1, 1955, ground having been broken July 1.

Manufacturers of equipment have

been active in the formulation of each standard. Mr. Kelley pointed out that they have cooperated to the limit in efforts to design and make equipment which would conform to the standards.

The ABA president went on to urge bakers who are considering buying new equipment or who want to check how easy a machine is to clean to consult the proper standard as formulated by BISSC and carefully check the machinery against it.

Mr. Kelley predicted that as the standards become better known and their value realized, manufacturers will find it good business to make the necessary changes and offer to the baker equipment which meets the requirements. This will mean machines which are easily cleanable and which will thus save the baker money every time they are cleaned.

"The result of the work of the sanitation standards committee—that of bringing together the manufacturing engineers, the bakery engineers and operators, and both official and industrial sanitation experts—is invaluable," Mr. Kelley continued, "in this way the problems and interest of each of these groups are revealed and reasonable solutions are being worked out mutually."

BISSC, which was formed to standardize sanitary design in bakery equipment, is made up of representatives from the six major baking industry organizations: American Bakers Assn.; American Institute of Baking; Associated Retail Bakers of America; American Society of Bakery Engineers; Bakery Equipment Manufacturers Assn.; and the Biscuit and Cracker Manufacturers Assn. The chairman of the committee is the representative of the latter organization, J. Lloyd Barron, sanitary engineer of National Biscuit Co., New York.

American Bakers Assn. Plans October Schedule

CHICAGO—A program tailored to suit the interests of everyone interested in the baking industry is being assembled for the annual convention of the American Bakers Assn., scheduled for the Hotel Sherman, Chicago, Oct. 16-20.

Chairman of the 1954 convention committee is ABA vice president Albert Gordon, Gordon's Bread Co., Los Angeles. Reporting on progress, Mr. Gordon said that the upcoming convention, built around the theme "Our Future Is Now," "will justify any effort that any baker may expend in getting to Chicago and participating in as many sessions as possible."

Mr. Gordon added that the members of the convention committee have been developing a program aimed at catching the "enthusiastic support" of every baker and allied tradesman interested in the future of the baking industry.

The registration desk will be open Friday afternoon, Oct. 15, and will remain open through Wednesday, Oct. 20.

The industrial relations committee will hold a day-long meeting on Friday, continuing on Saturday. The wholesale cake branch will hold an all-day meeting Saturday, Oct. 16.

On Sunday, a meeting of the ABA board of governors and alternates will be held. Reports of committee chairmen, usually given on Monday at conventions in the past, will be given this year at the board of governors meeting only. These reports will be distributed to members in printed form.

Sunday afternoon sessions will include a retail branch session sponsored by the Associated Retail Bakers of Greater Chicago.

The ABA Chairman and President's reception will be held from 5-7 p.m. Sunday in the Grand Ballroom of the Sherman.

Chairman Lewis G. Graeves will preside at the ABA general session beginning at 10 a.m. Monday when four speakers, including the chairman and president E. E. Kelley, Jr., are scheduled. A breakfast meeting of the Young Bakery Executives will precede the general session.

The annual meeting of the American Institute of Baking will be held Monday afternoon from 3 to 4:30 at the institute building, with L. E. Caster, chairman of the board, presiding.

The Allied Trades of the Baking Industry, Inc., will hold its annual breakfast and meeting Tuesday. Branch sessions will be held throughout the day beginning at 10 a.m. and will include Wholesale Bread, House-to-House, Wholesale Pie, and Multi-Unit Retail.

The Wednesday morning general session will be called to order by Mr. Graeves, who will turn the meeting over to several speakers, well-known to the industry. Following these speakers, Mr. Graeves, Mr. Kelley and staff members of ABA and AIB will review accomplishments of the Bakers of America Program over the past year and outline plans for the coming year.



1954 Convention Theme
American Bakers Assn.



"BIG-SANDWICH" — The Fleischmann division, Standard Brands, Inc., sales promotion department is urging and helping bakers to take advantage of the brand new 14-page "Big-Sandwich Cook Book" featured in the August issue of Good Housekeeping. The promotional pattern was set in 1950 when Fleischmann and the baking industry cooperated in distributing over ten million sandwich manuals. The cover of the new Fleischmann merchandising plan (above) points out that "Nothing sells bread like sandwiches — and nothing sells sandwiches like a Good Housekeeping Sandwich Cook Book."

Freihofer Baking Firms Consolidate

PHILADELPHIA—Ross D. Miller, president of the William Freihofer Baking Co., has announced that at a special meeting of the common stockholders of William Freihofer Baking Co. July 30, the stockholders approved the acquisition of the controlling outstanding capital stock of another Freihofer Baking Co.—the Freihofer Baking Co. of Philadelphia.

The Freihofer Baking Co. of Philadelphia (a Pennsylvania corporation) was founded in 1878 by William Freihofer. The plant and offices are located at 20th and Indiana Streets in Philadelphia. Baked products are served in the metropolitan area of Philadelphia, including Camden, New Jersey. The company was originally controlled by the Freihofer family, but after the death of William Freihofer, the controlling interest was acquired by the Dietrich family.

The William Freihofer Baking Co. (a Delaware corporation) was formed by William Freihofer in 1919 and a substantial amount of the capital stock is still held by the Freihofer family. Its principal office is at 1701 Union Boulevard, Allentown, Pa., and its executive office is in the Philadelphia Savings Fund Society Bldg. in Philadelphia. Its baked products are produced and distributed throughout the eastern part of Pennsylvania (outside Philadelphia), New Jersey, Delaware, Maryland, and Virginia.

Within the next 30 days the William Freihofer Baking Co. management will take over physical control of the Freihofer Baking Co. The board of directors will consist of H. J. Alker, Jr., R. E. Weaver, C. W. Fenninger, J. F. Shrader, H. Richard Dietrich, and Ross D. Miller as chairman. The new officers will be Ross D. Miller, president, P. A. Robinson, vice president and R. M. Dorsch, secretary and treasurer.

AIB Announces Short Course on Baking Sales

CHICAGO—Faculty from a leading university will join the staff of the American Institute of Baking and executives of the baking industry to teach a 2 week course for bakery sales executives. Five professors from Northwestern University, Evanston, Ill., will be members of the faculty for the "Sales Management Seminar," announced June 29 by Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., chairman of the institute's board of directors. The seminar will be held at the institute Oct. 4-15, 1954.

It is the first course offered by the institute specifically for bakery sales managers. The registration will be limited to 36 students, accepted on a first come basis.

Designed to Advance Prestige

"The seminar is designed to complement the fine programs offered by the service organizations of the baking industry," said Walter Warwick, vice president of the J. R. Short Milling Co., Chicago, in a statement given when the course was announced. "It is a program which will provide the facts and techniques needed by bakery sales managers in competing with other foods. Its object is to help them to advance the prestige of the whole industry, as well as their individual companies."

Other members of the special advisory committee on curriculum include Mr. Caster, Howard O. Hunter, institute president; Dr. William B. Bradley, scientific and research director; and Dr. Robert W. English, director of education.

Four baking industry leaders are on the special committee for the seminar. They are Don F. Copell, vice president of the Wagner Baking Corp., Newark, N.J.; C. J. Downing, president of the Old Homestead Bread Co., Denver, Colo.; John Lowenberg, sales manager for Lowenberg Bakeries, Ottumwa, Iowa; and Charles J. Regan, director of public relations for the eastern division of Interstate Bakeries Corp., Chicago.

From Northwestern University five well-known specialists in marketing and sales have been scheduled as seminar lecturers. They are Richard D. Crisp, Carroll R. Daugherty, Mr. Hawkinson, Richard B. Heflebower, and Irving J. Lee. Robert N. McMurry, of McMurry, Hamstra & Company, a consulting service in the fields of personnel, industrial relations, and market research, also will lecture.

In addition to members of the Northwestern University faculty and members of the institute staff, several executives of the baking industry have accepted invitations to participate in giving the seminar. Among them are Al Forks, manager, Holsum Baking Co., Fort Wayne, Ind.; George Graf, managing director, Quality Bakers of America Cooperative, Inc., New York City; Gordon Hughes, director of market research, General Mills, Inc., Minneapolis; Robert Lowe, sales manager, Old Homestead Bread Co., Denver, Colo.; Mr. Lowenberg; Mr. Regan; J. A. Smith, vice president, W. E. Long Co., Chicago; Carl W. Steinhauer, general manager of the equipment division of Union Steel Products Co., Albion, Mich.; and Mr. Warrick. Other baking industry representatives have been invited to assist in teaching the seminar.



REVAMP BAKING SCHOOL—Studying plans for the enlarging of the department of baking science and management at Florida State University are the three men teaching the only 4-year university course in baking in the nation. Left to right are Charles D. Stone, superintendent of the bakery and student instructor; Dr. L. A. Rumsey, head of the department, and Dr. E. G. Bayfield, associate professor. The staff is cooperating with the Southern Bakers Assn., originator of the school, in enlarging the SBA University Fund to provide additional scholarship capital.

(See comment on page 9)

Good Baking Qualities Cited In 1954 Kansas Wheat Report

KANSAS CITY—Baking qualities of the 1954 Kansas wheat crop surpass those of the past two years, according to Jess B. Smith, president of the Kansas Wheat Improvement Assn., Kansas City. Mr. Smith said that reports coming to him from millers throughout Kansas indicate that the 1954 crop is the best baking crop since 1951, which he described as "a good quality year."

"Millers generally are pleased with the results they are getting from baking tests on the new crop," Mr. Smith declared. "Weather in 1954 was much more favorable on the average for development of top quality in wheats than was the case in the past two years. Wheat largely escaped the searing heat of the past few weeks, whereas a heat wave struck the plant at a critical time in both 1952 and 1953," he pointed out.

The bright star in the Kansas wheat picture is the new variety, Ponca, which was released to farmers by Kansas State College in 1951, and which will compete for acreage in all of central Kansas where Pawnee has thrived. Ponca already occupies about 2% of Kansas acreage and is expected to have a rapid rise in popularity.

The new variety is superior in protein strength and baking quality, while at the same time equalling Pawnee in those qualities that appeal to the farmer such as yield, test weight, resistance to disease and the like.

The 1954 Kansas crop is officially estimated at 163,302,000 bu., representing an average yield of 17 bu. per acre on 9,606,000 acres. Average test weight of the crop is 60.4 lb., a relatively high figure. Average protein content is 12.3%, with a top range as high as 16%, according to a scientifically selected cross-section analysis of the new wheat coming to market. This average protein figure is about normal, although lower than last year.

"But experience has proved that

the quality of protein is much more important than the quantity," Mr. Smith emphasized, "and that is why Kansas millers are quite happy about the crop situation this year."

BREAD IS THE STAFF OF LIFE

Bakery Equipment Course Set by AIB

CHICAGO—The AIB course in Bakery Equipment Maintenance, last offered by the American Institute of Baking in March, 1953, will be repeated this September. The 6-day course will be given during the week of Sept. 13-18.

While primarily designed for maintenance engineers in bakery plants, past courses have been attended by other classes of personnel who wish to gain some understanding of the problems in this area, the AIB says. The course material covers a wide range of subjects, including the effects of maintenance practices on product quality, record keeping, personnel considerations, sanitation, and safety.

Two field trips have been scheduled so that students can observe maintenance practices in both a large wholesale bread plant and in a smaller variety products organization. Many class periods will include demonstrations of production and cleaning equipment and of the electric and electronic controls which govern the equipment.

Staff members of the institute who will participate in teaching the maintenance course are Howard O. Hunter, president; Dr. William B. Bradley, scientific and research director; Dr. Robert W. English, director of education; William F. Walmsley, principal emeritus; Louis A. King, Jr., director of bakery sanitation; Philip T. McDonald, supervising sanitarian; Charles L. Ulie, science instructor, and Charles Kenkman, Jr., maintenance instructor. In addition, many guest lecturers from bakeries and allied firms will appear.

High Costs Blamed For Continental's Profit Decline

NEW YORK — The Continental Baking Co. recorded increased sales and sharply decreased profits for the 13 weeks ended June 26, and blamed the difficulty on the ever-increasing cost of labor and ingredients.

Net sales for the period were \$51,721,750, compared with \$49,437,172 last year. Profit was \$1,160,776 compared with \$1,592,672. Net income for each dollar of sales slipped to \$0.0224 from \$0.0322; net income per share of common was 76¢ compared with \$1.16.

Dollar sales during the quarter just ended were approximately 4½ percent in excess of those during the same quarter of the preceding year, but poundage decreased about 2½ percent, R. Newton Laughlin, Continental president, said in the quarterly report.

Three items alone, namely, strikes, increase in the cost of flour, and increase in the cost of shortening, caused a decrease of approximately \$1,020,000 in net profit after federal income taxes, he said.

Mr. Laughlin closed his report with the following statement:

"Flour costs continued high during the second quarter of the year 1954 despite the largest wheat supply in history. While this was brought about by a combination of many factors, there is one factor to which we wish to draw your attention in this letter. The government price support program has resulted in the growing of poorer baking quality wheats, because these usually yield more bushels per acre and yet command the same loan value. The scarcity of better baking quality wheats thus created has caused an unprecedented rise in the premiums which have to be paid by millers to secure wheat to mill good quality flour."

"Because of this one factor, our flour cost us approximately 50¢ more per 100-lb. than it would have if the ordinary deliverable grade of wheat had been of suitable quality. On our current usage, this resulted in an increase of approximately \$500,000 after taxes, in the cost of the flour that we used during the second quarter of the year 1954."

BREAD IS THE STAFF OF LIFE

Wagner Baking Corp. Net Drops Sharply

NEW YORK — For the 24 weeks ended June 12, the Wagner Baking Corp. is showing net profit down two-thirds from the same period in 1953.

On sales of \$5,759,251, Wagner shows a net of \$62,223, compared with a net of \$169,827 on sales of \$5,989,607 in 1953. Earnings slipped to 15¢ a share from 66¢.

The company states that while sales for the 24-week period showed a decrease of 3.8% as compared with the like period of the preceding year, the sales for the last four weeks of the 24-week period of 1954 showed an increase of 2.5% over the same four weeks of 1953.

BREAD IS THE STAFF OF LIFE

PACKAGING EXPOSITION

SAN FRANCISCO — The Fifth Western Packaging and Materials Handling Exposition will open at San Francisco's Civic Auditorium for a three-day show Aug. 17.



Charles W. Crawford

G. P. Lerrick New FDA Head as C.W. Crawford Retires

WASHINGTON, D.C.—Charles W. Crawford, Commissioner of the Food and Drug Administration of the Federal Security Agency, has announced his retirement from Government service, effective July 31. He has been with the Government in various capacities, for 37 years.

He will be succeeded by George P. Lerrick, long associated with Mr. Crawford in FDA activities.

In accepting Mr. Crawford's retirement notice, Oveta Culp Hobby, Secretary of the Department of Health, Education and Welfare, expressed her sentiments in a note to Mr. Crawford.

The Associated Retail Bakers of America added its congratulations:

"We congratulate Commissioner Crawford on his distinguished service, and thank him for his countless courtesies and his always-helpful cooperation for sound administration of the law. We congratulate Secretary Hobby on her appointment of Commissioner Lerrick, another outstanding Food and Drug Administrator. The Secretary has continued the tradition of a career service in the Food and Drug Administration."



George P. Lerrick

Ingredient Costs Drive General Baking Net Down

NEW YORK—George L. Morrison, president of General Baking Co., announced that the estimated net profit of the company for the 26 week period ended June 26, 1954 (after estimated federal income taxes of \$488,963), amounted to \$394,040, equal to 3.82¢ a common share after all applicable reserves and usual depreciation charges, and after meeting preferred dividend requirements.

This compares with an estimated net profit for the corresponding period 1953 (after estimated federal income taxes of \$682,201), of \$572,326 or 15.15¢ a common share.

Commenting on the low earnings reported, Mr. Morrison stated that "the figures are a reflection of drastic increases in the cost of flour despite the large carry-over and the large new crop of wheat." "Added to this," he stated, "shortening costs have increased as did labor expense resulting from new contracts negotiated in 1954."

"General Baking Co. has felt a greater economic effect from increased labor costs because of the heavy concentration of its operations in high cost labor areas," Mr. Morrison said.

Pointing out the fact that although no general advance in selling prices has been made to offset the sharp increase of costs, Mr. Morrison indicated the inevitability of such a move. "It seems clear that we will be unable to continue to absorb these sharp increases; a price increase is the only logical move in view of the constant cost pressures from diverse factors," he stated. Mr. Morrison did not say exactly when price increases would go into effect but indicated that it should be "in the very near future."

BREAD IS THE STAFF OF LIFE

American Bakeries Co. Mid-Year Earnings Dip Slightly from Last Year

CHICAGO — The American Bakeries Co. reports consolidated net income, after federal taxes on income, for the 28 weeks ended July 17, 1954, of \$2,003,682, or \$1.17 per share on 1,596,193 shares of common stock presently outstanding. For the like period of 1953 combined net income of the merged companies totaled \$2,232,613, equivalent to \$1.31 per share on the above number of shares of common stock.

For the 12 weeks ended July 17, 1954, consolidated net income was \$765,433, equivalent to 44¢ per share on common stock outstanding. This compares to combined net income of the merged companies of \$970,319 for the corresponding 12 weeks of 1953.

Before provision for federal taxes on income consolidated net income for the 28 weeks ended July 17, 1954, was \$1,185,720; and for the 12 weeks ended July 17, 1954, \$1,589,688.

The board of directors of American Bakers declared regular quarterly dividends of 50¢ per share on the common stock and \$1.12½ per share on the 4½% cumulative convertible preferred stock of the corporation, both payable Sept. 1, 1954, to stockholders of record Aug. 13, 1954.

Red Star to Market New Fungal Enzyme Tablets

NEW YORK—The Red Star Yeast & Products Co., Milwaukee, and Food Industries Co., Inc., Dallas, have jointly announced an arrangement whereby Food Industries will produce fungal enzymes in tablet form to be sold to the commercial baking industry as a new and improved Red Star product under the name "Star-Zyme," beginning in September.

An important result of the new association is the fact that it combines the extensive research facilities and fungal enzyme know-how of both companies, the announcement said. Both companies have pioneered in enzyme research and "can now direct their combined efforts toward the further development and improvement of fungal enzymes for the baking industry."

Some time ago, Food Industries developed fungal enzymes in tablet form as a versatile, simple and convenient form to meet bakers' requirements of these essential enzymes.

The success of the tablets in commercial use led to the present association.

The new Red Star product, Star-Zyme, has thus been commercially proven under another name, it is stated.

As with the Food Industries' original product, Star-Zyme will be made available in twin tablet form: Star-Zyme A (amylase) and Star-Zyme P (protease) will be made available to bakers in fibre tubes with 250 tablets to the tube, and 10 tube and 20 tube cartons containing respectively 2,500 and 5,000 tablets.

The combined research facilities of Red Star and Food Industries will continue to be directed toward further product improvement and the development of new equipment and new applications in the baking field, it was announced.

BREAD IS THE STAFF OF LIFE

Sharp Dip in Profit Noted by Ward Baking Co.

NEW YORK — A sharp decline in profits of the Ward Baking Co. in the face of rising costs of labor and ingredients was reported by the firm in its mid-year tabulation.

Net sales of products for the 27-week period increased to \$50,021,885 from \$48,936,341. Net income declined to \$799,969 from \$1,085,714, L. T. Melly, vice-chairman and treasurer, told the board of directors.

Sales for the first 27 weeks of this year increased \$1,085,544 over those for the similar period of 1953, Faris R. Russell, chairman, said.

The reduction in net earnings resulted from several developments and factors beyond the control of management, Mr. Russell said. Labor costs were increased as a result of negotiation and renewal of labor contracts in the industry.

The costs of flour and other principal ingredients in the first half of this year were sharply higher than in the corresponding period of last year. "These advances in cost prices have taken place notwithstanding the huge surpluses of wheat and other farm products in the country, and resulted directly from the artificialities existing under the prevailing government farm support program," he charged.

Bulk Flour Transportation, Handling Systems Outlined

CHICAGO—One of the features of the Association of Operative Millers conference in Chicago this year was a session on bulk handling and storage. Covered in the several papers presented were unloading, bulk transportation and bulk storage.

A discussion of pneumatic unloading and handling systems was presented by J. A. Nichols of the Fuller Co.

He said that "new equipment or new methods must be considered primarily for their ability to do equally good or better work, at less cost." Therefore, he suggested that an intelligent examination of the possibilities of pneumatic handling in any given plant would emphasize such factors as reduced space requirements, a high degree of flexibility, attractive labor savings and important reductions in production costs.

Mr. Nicol demonstrated how old plant modernization as well as additions of new equipment could be accomplished with comparative ease and without limiting conveying system design. He said that the number of delivery points to which material can be delivered by a single pneumatic system is almost limitless and that flexibility is very high.

Mr. Nicols gave a "case history" to show most of the features in a typical pneumatic conveying system. The "case history" was an installation at the Indianapolis plant of Omar, Inc. The conveying system extended from railroad tracks approximately 600 ft. away from the plant, and it was established that it was feasible to convey flour and sugar at the required rate through pipes from the tracks to the plant. The final system design included a 140 hp. vacuum-type unloading unit and 160 hp. pressure type conveying system, and approximately 600 ft. of 5 in. diameter conveying pipes supported by steel columns 22 ft. above the track to the plant right of way. The unloading rate of this system, he said, is approximately 15,000 lb. of flour per hour.

He said that design modifications and additions to the system are possible to the extent that "practically any unloading, loading and conveying problem, involving dry, granular materials can be successfully accomplished."

General American Transportation Corp. now has over 110 Airlide bulk handling cars on the road and is putting into production approximately 250 additional cars by fall of this year, according to the company's John M. Gleason. His talk dealt with the design of the Airlide car, its loading and unloading and the costs involved.

The Airlide car as used for flour today has a capacity of 2600 cu. ft. and consists of one large, steel compartment equipped with two V-shaped trenches running the length of the compartment. The Airlide is a mechanism to discharge the car's lading—through the application of air through a chamber. This air fluidizes the material, making granular and powdery materials act like a fluid in leaving the car.

The speaker said experience with varied materials has substantiated that the car will discharge its lading as fast as the materials handling system can carry it away.

He said that the present lease rate on the 2600 cu. ft. is \$145 per car

per month, with the term of the lease 10 years. Because railroads are deriving revenue from cars they do not furnish and on which they are not keeping records, etc., they allow a mileage allowance to General American of 3.2¢ per mile. This credit applies to both loaded and empty cars' movements, and no assessment is made by railroads against the lessee for the empty movement of the car for loading, provided the empty mileage on any given railroad is completely offset by an equal amount of loaded mileage.

This credit is in turn extended to the lessee's account. Mr. Gleason gave an example where an Airlide car traveled a distance of 4000 miles in a given month, thus earning a mileage allowance of \$128 and actually reducing the rental cost to \$17.

Unloading

Robert Zimmerman of the Kewanee Division, Screw Conveyor Corp., demonstrated that lost cost unloading of raw materials is a major factor in low cost operation right down the line. To gain real efficiency, he said, consideration must be given to correlation of integrated systems serving each other.

The initial step, he stated, is to bring in raw materials in sufficient quantities to support the overall program, and the unloading and conveying of these materials to storage is a major factor in generating costs which may be favorable or unfavorable to the overall picture.

Mr. Zimmerman's report dealt specifically with the modern hydraulic truck dumper—which is now serving many industries and unloading varied materials.

The speaker said that in many instances maximum efficiency of this type equipment is not utilized—principally because receiving pits into which the materials are being unloaded are of insufficient size and capacity. Also, integrated conveyor systems are sometimes capable of handling only 50% or less of the volume that can be unloaded by the baker's bin.

Mr. Zimmerman suggested that those contemplating installation of hydraulic truck dumping systems do three things: (1) Visit successful unloading installations; (2) visit installations where the operations are not overly successful, due to inadequate supplementary equipment; (3) permit

National Honor

TAMPA, FLA.—Holsum Bakers, Inc., Tampa, Fla., won the "Plant America" award of the American Association of Nurseries in the group's first annual national competition. Only bakery thus honored, Holsum was presented the award by the AAN president, John D. Siebenthaler, who handed the large, framed certificate to Holsum president Cesar Medina during ceremonies at the AAN convention in the Miami Biltmore Terrace hotel, Miami Beach. Holsum won in a class with such firms as Coca-Cola, Eastman Kodak and General Motors. Similar awards went to these and other companies for "achievement in industrial landscaping and beautification contributing to employee and civic pride in our American heritage."

The speaker said experience with varied materials has substantiated that the car will discharge its lading as fast as the materials handling system can carry it away.

He said that the present lease rate on the 2600 cu. ft. is \$145 per car



H. L. Davis

J. P. Keegan

W. H. Watts

NEW FLEISCHMANN APPOINTMENTS—The Fleischmann division, Standard Brands, Inc., has announced the appointment of H. L. Davis as district manager and J. P. Keegan as bakery sales manager for the Chicago district in the midwestern market. The appointment of W. H. Watts to succeed Mr. Davis as Boston district manager was also announced. Mr. Keegan's new position will enable him to devote all of his time to the bakery trade and baking industry matters. Mr. Watts was assistant Boston district manager and has worked in the New England territory for a number of years.

the manufacturers of unloading equipment to assist in the planning stages.

Various aspects of the handling and transportation of bulk flour by truck-trailer were discussed by A. Leigh Paulsen, Atkinson Milling Co., Minneapolis. His remarks dealt primarily with the Fruehauf-Atkinson bulk unit.

Most bulk flour trailers have a capacity of about 400 cwt. Mr. Paulsen described those having two hoppers running the length of the trailer, with a screw conveyor located at the bottom of each hopper. At the center of the trailer and under each screw, the Atkinson company has installed one of its actuators. The screws convey the flour from the ends of the truck to the center, where the actuators mix the flour with air in preparation for moving. Blowers, mounted on the trailer, compress the air which conveys the flour from the truck to the baker's bin.

The unit Atkinson has in operation at present is unloaded at a rate of 800 lb. a minute, the flour being conveyed 130 ft. to the bakery bin. Machinery to unload the truck is mounted on the truck, and power is derived from electric motors using electricity from the bakery.

"In our work with loading and unloading systems," Mr. Paulsen continued, "we used air as the conveying medium, with emphasis on as little air as possible. With this in mind, we designed our system of actuators to fluidize the flour with a minimum of air in such a manner that the combination will flow through a pipe."

In addition to mounting actuators on the truck for unloading, it is possible to put a conveyor between the truck and the actuator. In this way the actuator would be mounted permanently at the unloading station.

Mr. Paulsen explained that the loading system makes use of the same parts as the unloading system. Mr. Paulsen also described systems for distributing the flour in the bulk unit. And he went on to describe types of storage bins used in bakeries.

—BREAD IS THE STAFF OF LIFE—

BUFFALO BAKERS TO FROLIC

BUFFALO, N.Y.—The Buffalo Retail Bakers Assn. will hold its annual family picnic in West Seneca Aug. 4 and its annual stag outing at the Buffalo Launch Club Sept. 1, it was announced by Charles Schutz, president. Directors of the association made plans for the two events at a meeting at the farm of Mr. Schutz. There will be no further general meetings of the group until next fall.

Incorporation of Carpenter Baking Co., Milwaukee, Announced

MILWAUKEE—One of Milwaukee's oldest bakeries assumed a new corporation status July 10. The new firm is the Carpenter Baking Co., Inc., a Wisconsin corporation.

The incorporation was announced by James E. Burgess, who resides at 611 E. Henry Clay St., Milwaukee, speaking on behalf of the board of directors.

Mr. Burgess also announced the appointment of himself as a director and the appointment of three other well-known Milwaukee men to serve on the board. They are Joseph M. Carpenter, T. E. McCully, and Frank Posik, Jr. The company list of officers and directors announced includes Jay Burns, chairman of the board of directors, Guy W. Burns, president and treasurer, Lloyd R. Wolfe, vice president and secretary, Albert S. Barney, director and Jean B. Szymanski, director.

Mr. Burgess is a member of the American Institute of Accountants and also of the Wisconsin Society of Certified Public Accountants and has served as a committeeman in both of these organizations.

Joseph M. Carpenter has been connected with Carpenter Baking Co. since his childhood. He graduated in the second class of the American Institute of Baking.

T. E. McCully joined Carpenter in 1940 as general manager and has served also as secretary and vice president.

Frank Posik, Jr. started work at an ordinary occupation with Carpenter in 1929. He graduated from the American Institute of Baking in 1933. By 1940, he had been elevated to the position of bakery production manager and by 1951, was named vice president in charge of bakery production. He is a member of the American Society of Bakery Engineers and is active in the Wisconsin Bakery Production Mens Club.

Bakery Sales Up

WASHINGTON—April sales of bakery products in retail establishments rose 7% above April, 1953, figures, according to the U.S. Department of Commerce. Sales were up 1% in April, 1954, compared with March, 1954. Sales during the first four months of 1954 were 8% above those for a similar period in 1953.

Flour Market

Attention Focuses on Springs

Major market attention has been shifted from hard winter wheat flour to spring wheat flour since in early August the customary booking period for the latter still lay ahead while a large quantity of winters was already booked for bakery requirements well into the fall months. The possibility of springs reaching a price level acceptable to bakery flour buyers as a forward booking basis was enhanced in late July by a sharp cutback in high protein cash wheat. Users of spring wheat flour noted that early August prices were still some 50¢ over the low point reached a year ago. Hard winters were booked in July at prices about 75¢ sack over the year ago booking level. While bakers were showing more interest in securing a few months' supply of springs, they were at the same time cautious in making commitments because of the cost-price squeeze they find themselves in. Following the wave of buying hard winters, portions of some contracts were converted to spring wheat flour contracts at a negotiated price differential.

Wheat Futures Up, Cash Trend Varied

Wheat futures markets pushed up strongly during July and in early August were up 12@19¢ bu. at the various markets. The advance largely reflected the opinion that with a major share of the season's wheat harvest completed, the government's loan program, with the help of sufficient storage space, was capable once again of holding prices up. Ordinary cash wheat moved up somewhat in line with futures prices, but high protein types eased off considerably in relation to futures. Flour prices in early August were a few cents lower than a month earlier in the Southwest, although up about 25¢ from the price at which major bookings were made. Regular spring wheat flour was off about 10¢ sack, but high gluten flour was down 25@30¢ sack because of lower protein costs.

Hot Weather Forces Spring Wheat Crop

Early harvesting returns indicate a spring wheat crop with low test weight and high protein content. Hot and dry weather helped to slow down losses from rust, but it also "forced" growth along to the point of reducing test weights. Harvest will reach its peak in a few weeks, somewhat earlier than usual. Meanwhile, winter wheat has been cut and put away, most of it under price support loans. Yields exceeded earlier prospects, particularly in the soft winter wheat states. The U.S. Department of Agriculture in July estimated total wheat production of 998 million bushels, compared with 1,169 million last year. Of this total estimate, 758 million is winter wheat and the remainder spring.

Wheat Supplies At Peak Level

Based on current indications, record supplies of wheat will be on hand in the 1954-55 crop year, a total of 1,891 million bushels. This is 160 million more than supplies last year and 471 million more than average. The huge carryover on July 1 of 903 million bushels was 340 million more than on the same date a year ago and a new record. The build-up in the surplus resulted from a decline in usage during the past year to the lowest point since 1941-42. The biggest cut came in exports, off 100 million from the previous year to 217 million bushels. In spite of this huge supply, however, wheat prices in July averaged well above a year ago. The reason: a relatively small amount of "free" wheat and the remainder removed from the market.

Farmers Approve Marketing Quotas

Wheat farmers in July approved marketing quotas on a national acreage allotment of 55 million acres, a cut from the plantings of 62 million acres last year. The margin of ap-

proval was narrower than a year ago, indicating to some observers that wheat producers may be tiring of the rigid controls over their crops even to preserve a high rate of price support. The loan rate on 1955 wheat could be lower if the administration's flexible support program is passed by Congress. The House bill calls for support at 82½% to 90% of parity on wheat, compared with the 90% level in effect for the past several years. Failure of Congress to agree on new legislation would probably result in an 80% rate of support under legislation already on the books.

Rate of Supports Advanced 3c Bu.

The price support rate in effect on the 1954 crop is up 4¢ bu. from the minimum price announced last fall and on a national average basis is 3¢ bu. higher than the 1953 rate. Worked out on the basis of most representative grades, the rate of support is \$2.57 for ordinary No. 1 spring wheat at Minneapolis, \$2.60 for No. 1 heavy with 14% protein at Minneapolis, \$2.51 for No. 3 soft red winter at Chicago and \$2.53 for No. 2 hard red winter at Kansas City. The higher supports mean, in general, that stronger prices will be needed to attract supplies out of loan and to the market than in the past.

Drouth Program Enters Picture

More dry weather in the Southwest was causing some concern over next year's wheat prospects, with soil preparation delayed in many areas. However, the drouth has led to another market situation of more immediate concern to flour prices. The government, to provide relief to livestock feeders in the area, is making its stocks of feed grains available at reduced prices. Depending to some extent on the volume of this cut-rate selling, the move was expected to lower prices for other feed materials, including millfeed. A substantial decline in the price of this flour milling by-product would have the effect of strengthening flour costs.

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Market Editor



George L. Gates

Carr-Consolidated Creditors Petition For Liquidation

SCRANTON, PA.—The creditors' committee of the Carr-Consolidated Biscuit Co. has requested the Federal court to order closing of the company's plants and the liquidation of its business and property.

The petition was filed with Federal Judge Albert L. Watson by George M. Hopfenbeck, chairman, Thomas R. Coyne, vice chairman of the committee.

The lengthy petition points out that a petition for reorganization was filed in Federal Court last April 2 and that on April 23 three trustees were appointed to operate the business.

The petition also points out the company — which has plants in Wilkes-Barre, Boston and Chicago — has a record of continuous operating losses. The legal papers cite total business losses of \$4,772,200 from 1944 to 1953. It also adds losses during the first half of this year "are continuing at an even greater rate."

RAISIN SHIPMENTS UP

FRESNO, CAL.—Shipments of raisins to the trade in this country and Canada during June totaled 8,234 tons, 532 tons more than June a year ago and exceeding the post-war June average by 1,901 tons. This was reported by Norman J. Katen, manager of the California Raisin Advisory Board, from figures compiled by the Raisin Administrative Committee.

BREAD IS THE STAFF OF LIFE

Egg Production Continues to Fall

WASHINGTON—Liquid egg production during June totaled 56,373,000 lb., compared with 58,095,000 lb. in June last year and the 1948-52 average of 69,775,000 lb., the Crop Reporting Board says. The quantities used for immediate consumption and drying were larger than a year ago. The quantity used for freezing was smaller.

Dried egg (egg solids) production totaled 2,388,000 lb., compared with 1,903,000 lb. in June a year ago and the average production of 7,619,000 lb. June production consisted of 695,000 lb. of dried whole egg, 740,000 lb. of dried albumen and 953,000 lb. of dried yolk. Production during June last year consisted of 542,000 lb. of dried whole egg, 599,000 lb. of dried albumen and 762,000 lb. of dried yolk.

BREAD IS THE STAFF OF LIFE

LANGENDORF NET UP

SAN FRANCISCO—Net sales of Langendorf United Bakeries for the 39 weeks prior to March 27 totaled \$38,715,393, compared with \$36,947,025 for a like period last year. The net income for this year's period was \$878,426, higher than the \$748,250 a year ago.

Frozen egg production during June totaled 44,727,000 lb., compared with 49,367,000 lb. in June last year and the 1948-52 average of 41,950,000 lb. Frozen egg stocks increased 21 million pounds in June, compared with 27 million pounds in June last year and the average increase of 22 million pounds.

Summary of Flour Quotations

July 31 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.50 @ 6.80
Spring high gluten	...	6.86 @ 6.96	7.54 @ 7.83
Spring short	...	6.41 @ 6.51	7.09 @ 7.26
Spring standard	6.40 @ 6.51	6.31 @ 6.41	6.85 @ 6.95
Spring straight	7.04 @ 7.18
Spring first clear	6.85 @ 6.10	6.06 @ 6.41	6.98 @ 6.99
Hard winter short	6.15 @ 6.50	...	6.07 @ 6.13	...	6.75 @ 6.90
Hard winter standard	6.05 @ 6.40	...	5.97 @ 6.03	...	6.60 @ 6.75
Hard winter first clear	5.10 @ 5.29	...	4.65 @ 5.35	...	5.80 @ 6.45
Soft winter short patent	5.61 @ 7.00	5.90 @ 7.46
Soft winter standard	5.61 @ 6.28	6.76 @ 6.78
Soft winter straight	6.50 @ 6.52
Soft winter first clear	5.01 @ 5.15	5.25 @ 5.25
Rye flour, white	4.65 @ 4.92	4.36 @ 4.41	5.16 @ 5.25
Rye flour, dark	3.45 @ 4.17	3.61 @ 3.66	5.08 @ 5.08

	New York	Phila.	Boston	Pittsburgh	*New Orl.
Spring high gluten	...	7.99 @ 8.00	7.72 @ 7.82	7.63 @ 7.86	7.40 @ 7.65
Spring short	...	7.20 @ 7.30	7.17 @ 7.27	7.08 @ 7.31	6.95 @ 7.15
Spring standard	7.01 @ 7.11	7.15 @ 7.25	7.07 @ 7.17	6.98 @ 7.21	6.80 @ 7.05
Spring first clear	6.65 @ 6.75	6.99 @ 7.00	6.77 @ 7.02	6.53 @ 6.96	6.55 @ 6.75
Hard winter short	6.85 @ 6.95	7.20 @ 7.30	6.89 @ 6.99	6.72 @ 6.92	6.40 @ 6.80
Hard winter standard	...	7.05 @ 7.15	6.69 @ 6.79	6.52 @ 6.72	6.25 @ 6.40
Hard winter first clear	5.15 @ 5.60
Soft winter short patent	5.45 @ 5.75
Soft winter straight	5.20 @ 5.70	...	5.27 @ 5.67	...	5.10 @ 5.35
Soft winter first clear	5.40 @ 5.75
Rye flour, white	5.05 @ 5.20	5.10 @ 5.20	...	4.95 @ 5.06	...
Rye flour, dark	4.20 @ 4.56	...

*100-lb. papers. 1Bakery wheat flour in 100-lb. papers.

Topflight Faculty Lined Up for AIB Baking Sales Seminar

CHICAGO—With the acceptance of two more industry representatives, the faculty for the American Institute of Baking Sales Management Seminar (Oct. 4-15) is now complete. The men, from Northwestern University, which is collaborating in presenting the course, from the baking industry, and from the institute who will teach the seminar are listed below:

Northwestern University faculty members who will participate are Richard D. Crisp, lecturer in sales analysis and control, who will teach the seminar sessions on statistics and planning; Dr. Carroll R. Daugherty, professor of business economics, who will lecture on labor relations; James R. Hawkinson, professor of marketing, who will conduct the final session, with Institute director of education Dr. Robert W. English; Dr. Richard B. Heflebower, chairman of the Department of Economics, who will teach the economics sessions; and Dr. Irving J. Lee, professor of public speaking, who will lecture on communications.

Dr. Robert N. McMurry, who is considered an outstanding authority in the field of personnel, will teach the personnel sessions of the seminar. He is the senior officer of McMurry, Hamstra & Co., a consulting service in industrial relations.

Other seminar faculty members, and the subjects they will teach, are:

Welker G. Bechtel, director of laboratories, American Institute of Baking, "Factors in Bread Staling."

Dr. William B. Bradley, scientific and research director, American Institute of Baking, "Nutrition."

D. W. Elliott, executive vice president, American Bakeries Co., "Relations of Sales and Production Departments."

Dr. Robert W. English, director of education, American Institute of Baking, "Analysis and Integration of Seminar Material" (with Mr. Hawkinson.)

Al Forks, manager, Holsum Baking Co., "Handling the Problem of Stales."

George Graf, managing director, Quality Bakers of America, Cooperative, Inc., "Advertising and Sales Promotion."

Gordon Hughes, director of market research, General Mills, Inc., "Food Marketing Changes."

John E. Lange, general manager, American Bakers Cooperative, Inc., "Distribution Costs."

Robert Lowe, sales manager, Old Homestead Bread Co., "Handling the Problem of Stales."

John Lowenberg, sales manager, Lowenberg Bakeries, "The Sales Organization."

Charles J. Regan, director of public relations, Interstate Bakeries Corp. (eastern division), "Analysis of Territories."

Ellen H. Semrow, director of consumer service, American Institute of Baking, "Consumer Education."

J. A. Smith, vice president, W. E. Long Co., "Sales Meetings."

Walter Warrick, vice president, J. R. Short Milling Co., "Relations of Sales Management and Top Management."

BREAD IS THE STAFF OF LIFE

HEADS WESTON BISCUIT

MONTREAL — John C. McMullen has been elected president and managing director of the Weston Biscuit Co., Inc.



M. J. Swortfiguer

M. J. Swortfiguer Joins Dry Milk Institute

CHICAGO—M. J. Swortfiguer has accepted an interim position with the bakery service division of the American Dry Milk Institute, Inc. He was formerly production supervisor for the bakeries of the Kroger Co. with headquarters in St. Louis, Mo. Prior to his association with the Kroger Co. over a period of eight years, he was engaged in bakery production with other prominent bakery organizations.

Mr. Swortfiguer is immediate past president of the American Society of Bakery Engineers. His work on fermentation is widely-known; a presentation on this subject was made before the bakery engineers in 1950.

During this interim position with American Dry Milk Institute, Mr. Swortfiguer will serve the bakers in the eastern states while J. A. Silva, who is permanently assigned to this territory, is on leave.

Mr. Silva will go to Chile in behalf of the United Nations to assist the baking industry in that country and will return to the U.S. about Dec. 1 to resume his work with the American Dry Milk Institute. While working in the East for the ensuing period, Mr. Swortfiguer will continue to maintain his home in St. Louis.

BREAD IS THE STAFF OF LIFE

Schafer's Bakeries Granted

Reorganization Petition

DETROIT, MICH.—Schafer's Bakeries was granted its petition in Federal court for voluntary reorganization of its six corporations July 13, 1954. Judge Freeman of the Federal court at Detroit appointed Jack A. Tompkins of American Air Lines as Trustee.

It is contemplated that the corporation will continue under its present management.

L. C. Sauer, president, and general manager, said that the move was taken "to allow the corporations to properly adjust to their new modern and recently completed plants and operations."

Jack Schafer, board chairman, stated that "a huge investment has been made in the past year and a half in building the most modern baking facilities of the industry. We have the finest equipment and the world's largest oven, capable of baking 8,500 loaves of bread per hour."

The Schafer Bakeries serve most of the lower part of Michigan.

BREAD IS THE STAFF OF LIFE

Stock Market Picture

THE NEW YORK STOCK EXCHANGE
Quotations on baking and allied stocks listed on the New York Stock Exchange:

	July 26, 1954	Aug. 2, 1954	High	Low	Close	Close
1954						
Cont. Baking Co... Pfd. \$5.50	23 1/2	20 3/4	21 1/2	22 1/2	22 1/2	22 1/2
Corn Pr. Ref. Co... Pfd. \$7	78 1/2	90	98 1/2	98	98	98
Gen. Baking Co... Gen. Mills, Inc.	11	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2
Merek & Co. Pfd. \$3.50	70 1/4	60 1/4	67 3/4	70	70	70
Natl. Bis. Co. Pfd. \$4	105	95	100 1/4	101	101	101
Pillsbury M., Inc. Proc. & Gamble ... Std. Brands, Inc. Pfd. \$4.50	42 1/2	36 1/2	41 1/2	42	42	42
Sunshine Bis. Inc. United Biscuit of America Ward Baking Co.	88	88	84 1/2	85 1/2	85 1/2	85 1/2
Ward Baking Co.	92 1/2	86 1/2	89	88 1/2	88 1/2	88 1/2
Stocks not traded:						
Gen. Mills, Inc., 3% Pfd. Gen. Mills, Inc., 5% Pfd. Natl. Biscuit Co., \$7 Pfd. Pillsbury Mills, Inc., \$4 Pfd. United Biscuit of America, Pfd. \$4.50 Ward Baking Co., \$5.50 Pfd.	121 1/2	138	178 1/2	178 1/2	100 5/8	102
	102 1/4	116	93	94	100 5/8	102
	103	146	178 1/2	178 1/2	102	102
	102	102	102	102	102	102
	102	102	102	102	102	102

	Bid	Asked
Gen. Mills, Inc., 3% Pfd.	121 1/2	122 1/2
Gen. Mills, Inc., 5% Pfd.	138	146
Natl. Biscuit Co., \$7 Pfd.	178 1/2	178 1/2
Pillsbury Mills, Inc., \$4 Pfd.	100 5/8	102
United Biscuit of America, Pfd. \$4.50	104 1/2	105 1/4
Ward Baking Co., \$5.50 Pfd.	101 1/2	103



Earl G. Johnson

RESIGNS—Earl G. Johnson, plant superintendent and secretary-treasurer of the Lowenberg Bakery, Inc., Ottumwa, Iowa, has resigned to become plant manager of the Muller-Grocers Baking Co., Grand Rapids, Mich. The Michigan company sells its products throughout the state, including Detroit, and has 450 employees.

Railroads Remove Bulk Flour Car Restrictions

KANSAS CITY—The Southeastern Railroad Lines recently agreed to the elimination of a restriction in their tariffs on the handling of bulk cars of flour, J. Walter Holloway, executive secretary of the Kansas-Missouri River Mills, reported. The effective date has not yet been announced.

The southeastern carriers will now handle bulk cars of flour regardless of ownership of the car. Previously, these lines would take bulk cars only if owned by the shipper.

With the considerable increase in railroad ownership of bulk flour cars, the revision of rules will facilitate movement of these cars to the Southeast.

N.Y. Bulk Terminal

NEW YORK — The Delaware, Lackawanna & Western Railroad announced recently that it will establish a bulk flour terminal for the New York metropolitan market. The terminal will be on the New Jersey side and will begin operations Aug. 20.

Previously, railroad lines operating in the New York terminal area would not handle bulk cars of flour at that point. Other lines may follow the independent action taken by the D. L. & W.

The railroad will unload the cars into railside tanks, which will in turn service bulk flour trucks. The trucks will make deliveries directly to bakeries, without following the former procedure of delivering only to the piers, from which bakers had to provide their own carrier service to their plants.

Baker-Dairy Group Seeks Coordination

CHICAGO — Methods for bringing more closely coordinated activity between the baking industry and the dairy industry were discussed in Chicago recently at a meeting of the baker-dairy committee of members of the American Bakers Assn. and the American Dry Milk Institute.

L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., chairman of the American Institute of Baking, and B. F. Beach, Michigan Producers Dairy Co., Adrian, Mich., are co-chairmen of the committee.

Discussions centered primarily around the need for co-operative action on educational and nutritional material, to insure that full recognition is given to the importance of both bread and milk in reducing, normal and specialized diets.

The committee recommended that contact be made with national organizations in the dairy industry, to discuss possible activities which can be of mutual benefit. Representatives of the ABA, ADMI, the American Institute of Baking and the Bakers of America Program were instructed to proceed with arranging for such meetings and to report on specific plans developed at a future date.

Noting that bread is the greatest single user of non-fat milk solids, the committee emphasized that mutually beneficial results can logically develop from any joint activity in line with current promotional work being conducted by segments of the dairy industry and the baking industry.



WEST VIRGINIA MEETING — At the recent convention of the West Virginia Bakers Assn. at the Greenbrier Hotel, White Sulphur Springs, W. Va., Paul Cole, Cole Baking Co., Bluefield, was elected president. He is shown in the center of the group at the left above, accepting the congratulations of retiring president Ralph Thompson, Purity Baking Co., Charleston, W. Va., (left) and Cris Smallridge, (right) Holsum Bakery Co., Charleston, elected

vice president. Other officers chosen included Harry G. Fretwell, Cabilish Baking Co., Charleston, and Edward R. Johnson, Charleston, executive secretary. At the right are shown winners in the annual men's golf tournament, left to right, Fred Scharff, Specialty Papers Co.; Dan Langdon, Jr., Anheuser-Busch, Inc.; Charles Spelsberg, Sanitary Baking Co., Bluefield, and Carlyle Cole, Cole Baking Co., Bluefield.

West Virginia Bakers Draw Good Crowd at 16th Meeting

WHITE SULPHUR SPRINGS, W. VA. — The West Virginia Bakers Assn. at its 16th annual convention July 25-28, at the Greenbrier Hotel in addition to its usual fun-packed programs, had a top-flight business meeting. Its baker membership passed a resolution urging the American Bakers Assn. to "take a prompt, formal and public stand against any price supports on wheat."

The following officers were elected by the membership of the W. Va. Bakers Assn. for the coming year: Paul Cole, president, general manager of Cole Baking Co., Bluefield; Cris Smallridge, vice president, manager of Holsum Bakery Co., Charleston; Harry G. Fretwell, treasurer, manager of Cabilish Baking Co., Charleston; and Edward R. Johnson of Charleston was appointed executive secretary.

Paul Cole named the following executive committee: Ralph Thompson, manager, Purity Baking Co., Charleston; Elmer Powers, manager, Weston Home Bakery, Weston; James Kettering, manager, Kettering Baking Co., Fairmont; Albert Gast, manager, P. J. Gast & Sons, Wheeling; Charles Spelsberg, Sanitary Baking Co., Clarksburg; Earl Heiner, manager, Heiner's Bakery, Huntington; Harry Fretwell, Cabilish Baking Co., Charleston; L. D. Feuchtenberger, Jr., general manager, Feuchtenberger Bakeries, Bluefield; Paul Payne, president, Purity Baking Co., Charleston; Guy N. Belcher, manager, Conlon Baking Co., Charleston; and Robert Storck, manager, Storck Baking Co., Parkersburg.

At its annual business meeting, the association passed the following resolution and the following letter was addressed to the American Bakers Assn.:

"Mr. E. E. Kelley, Jr., President
American Bakers Association
Dear Mr. Kelley:

"The West Virginia Bakers Association adopted the following resolution at its 16th annual convention, July 25, 1954,

"WHEREAS the West Virginia Bakers Assn. urges the American Bakers Assn. to take a prompt, formal and public stand against any price supports on wheat.

"The West Virginia Bakers Assn.

also urges the American Bakers Assn. to advise proper government officials to encourage wheat growers to improve the quality, rather than the quantity of wheat.

"Cordially yours,
Edward R. Johnson
Executive Secretary."

At the Baker-Allied business meeting, July 27, which drew an overflow crowd and was the largest in history, Thomas B. Schmidt, Capital Bakers, Harrisburg, Pa., outlined the future of "Frozen Baked Goods." Mr. Schmidt answered numerous questions on the subject.

Glenn R. Krueger, president of the central division of General Mills, spoke on "Let's Start Rolling." His talk was particularly candid and he pointed out new vistas in marketing baked goods.

In an unusual kind of forum, two speakers presented convincing arguments on the relative merits of packaging baked goods in both waxed and transparent packaging. Because of

the controversial nature of these arguments, no questions and answers were permitted by the association.

T. H. Derby of the market development department of the Sylvania division of American Viscose Co. spoke on "Transparent Packaging of Baked Goods."

Carlyle Emery of the Waxed Paper Council outlined his views on "Waxed Packaging of Baked Goods." Mr. Thompson concluded this meeting at the end of two hours.

Major trophy winners in the men's annual golf tournament were: Bakers, Charles Spelsberg, Sanitary Baking Co., Clarksburg; Carlyle Cole, manager, Cole Baking Co., Bluefield; and the visiting Bakers' trophy was won by Bill Martin, Uniontown, Pa. Allied trophy winners were Fred Scharff, of Specialty Papers Co., and Dan Langdon, Jr., Anheuser-Busch, Inc.

Among features for the ladies were a ladies' garden party and a putting tournament, for which several fine prizes were awarded. The open bridge-canasta tournament drew the largest crowd in history and several prizes were awarded for this event.

About 260 bakers, allied men and wives and families attended the convention.

Tri-State Bakers Set Meeting Dates

NEW ORLEANS — Following a meeting of the officers and convention committee of the Tri-State Bakers Association recently, Frem Boustany, president of the group, announced that the 1955 convention dates are Sunday, Monday and Tuesday, February 6-8, and that the Jung Hotel has been selected as headquarters. Mr. Boustany is executive vice president and general manager of the Huval Baking Co., Lafayette, La.

Secretary of the association is Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

—BREAD IS THE STAFF OF LIFE—

Four Receive 1954 AIB Scholarships

CHICAGO — The C. B. Morison Memorial Scholarship, established this year by the board of directors of the American Institute of Baking, has been awarded to Carlton L. Walker, 21-year-old Jamaican baker. Mr. Walker will attend the institute's course in Baking Science and Technology from Aug. 2 through Dec. 17 this year.

Other scholarships were awarded to Donald E. George, Hot Springs, Arkansas (Joe Lowe Foundation); Harry McNeill, Helena, Mont. (Ekco Foundation), and John F. Tribble, Lawrence Harbor, N.Y. (Standard Brands, Inc.).

Scholarships for the AIB School of Baking are supported by donors among the allied industries, and pay full tuition plus allowance toward living expenses.

—BREAD IS THE STAFF OF LIFE—

Ekco Expands

CHICAGO — The acquisition of McClinton Manufacturing Co., Los Angeles, by Ekco Products Co. has been announced.

Robert L. Lang, McClinton president, will continue in that capacity, as well as other officers of the company. There will be no change in McClinton policies or personnel.

McClinton provides a direct display service for approximately 12,000 food markets and supermarkets throughout the U.S.



25TH ANNIVERSARY — The 25th anniversary of Miss Marilyn Miller with the New York Bakers Club, Inc., was the occasion of a surprise presentation of a purse recently in the club's headquarters in the Hotel Astor. Making the presentation was Edward A. McLaughlin, president, Ward Baking Co., chairman of a special committee formed for the occasion. Miss Miller is secretary to Frank A. Lyon, secretary of the Bakers Club. Assembling for the anniversary was the above group, left to right: Lee T. Melly, Ward Baking Co.; Edward B. Price, Edward B. Price Co.; Nathan R. Rogers, Kommel & Rogers; Walter J. Stockman, c/o R. F. Kilthau; Edward W. Schmitt, Corn Products Sales Co.; Emil Fink, Fink Baking Corp.; Frank A. Lyon, secretary, Bakers Club, Inc.; Marilyn Miller, secretary to Mr. Lyon; Edward A. McLaughlin, Ward Baking Co.; Harry Freeman, Freeman Food Products Co.; Frank J. Torrens, Bergy Materials, Inc.; John A. Repetti, King Midas Flour Mills, and Harry P. Harrison, Chicago Metallic Manufacturing Co.

Management for Profit

Your Manager Can Pay His Salary By Winning the Many-Fronted War on Material Control

By George J. Emrich
Contributing Editor

NEWLY APPOINTED bakery managers, eager to prove their worth, can often wring another 1% on profit on sales out of a tighter material control. Since the national average of profit for bakeries, big and small, runs to about 3%, this additional margin can mean a respectable 33% improvement. And, where the bakery has been earning less, the gain is nothing short of spectacular. It can more than pay the manager's salary.

Material control is a many-fronted war in bakeries. To win it, the manager must depend upon his accounting department for detailed information about the consumption of ingredients and supplies. Such figures are based upon detail received in the reports of the purchasing department, the receiving clerk, the mixers (through mixing sheets), and the shipping department. Through this chain must flow the ingredients and their end-products, the bakery goods offered for sale. Without eternal vigilance on the part of the manager, of course, costly materials can disappear unnoticed along this busy route.

That vigilance is kept razor-sharp in bakeries that are fortunate enough to be able to compare their costs with other bakeries, through the Cost Report mentioned in last month's article. Such reports are possible to bakeries who pool their figures through a central agency, such as the

American Bakers Cooperative, the Quality Bakers of America Cooperative or the W. E. Long Co., among many. A dummy sheet, similar to those used in Cost Reports, is presented here, although the figures are fictional and represent no known bakery.

efficiency. When his plant shows a consistently high loss of materials, "invisible loss," the manager must ask himself certain embarrassing questions. Is there a thief in his employ? Are there materials that are wasted in spillage, spoilage, or other careless use? Are containers being thoroughly emptied? The Cost Report keeps the manager alive to the basic problems of control.

When a plant's invisible material loss booms up to 2.61% of the materials consumed, for example, the manager should begin a probe of material handling in all its phases. One firm that this writer knew personally had two plants in nearby cities. Both received lard from the same supplier. Yet one plant was consistently reporting shortages in the weight of barrels received, while the other was apparently unable to differ with the packing plant at all. The latter plant, however, was afflicted with a serious climb in the invisible loss of materials.

When this loss was amounting to hundreds of dollars each period the manager was forced to take unusual methods of snooping. By hiding in the receiving department he became

aware of the fact that the receiving clerk had grown indifferent to his duties. As many as 50 barrels of lard would roll in at a time without any attempt to check their weight. In each case the clerk would merely copy down the weights written on the supplier's bill of lading. Since the same practice was being followed in the receipt of other ingredients the receiving clerk's slovenly methods were costing the company more than his salary. The manager pointed this out to him in crisp language that left no doubts as to the penalty for another such lapse.

Invisible material losses, of course, can also occur as a result of careless handling of materials after receipt. Frozen eggs may be thawed out prematurely or left outside the refrigerator after being delivered, particularly over a weekend, resulting in spoilage. Flour bags may be ripped in the process of being stacked, leaving a trail of lost material across the floor. Unless the manager makes many surprise tours of the plant, such spillage might be swept up and hidden before discovery. Fortunately, or unfortunately, however, the employees who are sloppy enough to mishandle ingredients are also likely to be too indifferent to hide their mess. And, a parallel observation, the dirty plants is the least efficient.

(Continued on page 46)

COMPARATIVE STATEMENT OF MATERIAL COST

Formulas for Profit

Try Foam and Sponge Cakes for Variety

Sponge cakes, in certain sections of the country, predominate the cake market. The bakers in these sections, undoubtedly, are producing the type of products the consumer demands. Too many bakers are still producing what they prefer to make rather than what the public likes. The production of sponge cakes and other foam type products should not present any great problems to the baker with modern cake machines.

COMMERCIAL DEVILS FOOD SPONGE CAKES

Beat until light:

14 lb. 8 oz. whole eggs
18 lb. 8 oz. sugar
4½ oz. salt
8 oz. milk solids (non-fat)
1 lb. honey or invert syrup

Add slowly:

2 oz. soda dissolved in
7 lb. hot water

Vanilla to suit

Sift together and fold in carefully:

13 lb. good cake flour
1 lb. 8 oz. cocoa
6 oz. baking powder

This mix may be used for layers, sheets, cups, and marshmallow rolls. Bake at about 380-390° F. For marshmallow rolls and filling for the cakes, the following formula is recommended:

Marshmallow

Place in a machine bowl:
8 lb. powdered sugar
3 lb. corn syrup
1 oz. salt

Add:

5 lb. 8 oz. cold water

Then add and beat until light:

7 oz. gelatine dissolved in a little warm water
When beaten enough, add vanilla to suit.

SUNSHINE CAKES (NO. 1)

Beat light:

3 lb. whole eggs
2 lb. 8 oz. sugar
¾ oz. salt

Sift together and fold in carefully:

1 lb. 10 oz. high grade cake flour
¾ oz. baking powder

Add lemon or orange flavor to suit. Deposit into paper lined loaf or angel food pans. Bake at about 350° F. After the cakes are baked, turn the pans over and allow to cool. Then remove the cakes from the pans and ice with the following icing:

LEMON ICING

Cream together:

5 lb. fondant
1 lb. 4 oz. emulsifying shortening
¼ oz. salt

Stir in:

5 oz. evaporated milk

Then add:

6-8 oz. finely chopped whole lemons

NOTE: The addition of a little yellow coloring or a few egg yolks will improve the color. If desired, chopped oranges may be used instead of lemons. A little orange color will improve the color.

SUNSHINE CAKES (NO. 2)

Beat until light:

3 lb. yolks
3 lb. granulated sugar

Sponge cakes and foam type products depend mainly upon the whipping of the eggs for their lightness or aeration. This aeration is produced by the thorough beating of the sugar and eggs, which causes air to be held in the tiny cells produced. Air and moisture in these cells expand during baking, causing the rising action. The beating of the eggs and sugar should be done carefully. Do not over or under beat.

The incorporation of the milk, flour, etc., should also be done with great care. Over mixing will cause the light structure to break down producing inferior products. Sponge cakes, due to the character of the batter, can be sealed considerably lower in weight than creamed or blended types of cakes. For example, only 7 oz. of sponge cake batter is required in a 7 in. pan where 10 oz. of creamed or blended cake batter is used.

Sponge and foam type products, due to their light structure, should be baked carefully. They are easily over baked, causing them to dry out readily. Sponge cakes of all types lend themselves readily for using a large variety of fillings and icings. Here again, the baker can use his own ingenuity to make an assortment, using the same basic cake formula that will not only have appetite appeal but also sales appeal.

chocolate icing before cutting into pieces of desired size.

VIENNA SPONGE CAKES

Heat to 110° F. in a water bath and then beat until light:

2 lb. whole eggs
1 lb. yolks
1 lb. 12 oz. sugar
Vanilla to suit

Fold in with a wooden paddle, after sifting:

1 lb. 12 oz. cake flour

Then add gradually and mix in carefully:

1 lb. 4 oz. melted butter

Bake in layers, sheets or torten rings at about 360° F. This formula is excellent for making French pastries.

LADYFINGERS

Heat to about 110° F. and beat until light:

2 lb. whole eggs
½ oz. salt
2 lb. sugar

Sieve and fold in carefully:

2 lb. cake flour

Add lemon or vanilla flavor to suit.

Run out with a small round tube on paper, using a canvas bag, about 2½ in. long. Sieve powdered sugar on top. Shake the sugar off the paper. Place the papers on double pans. Bake at 420° F. Remove the papers from the pans as soon as they come out of the oven and wash with warm water, and then remove the lady fingers. Place two lady fingers bottom to bottom. This retards drying out.

Place on a pan and sift powdered sugar on top.

COMMERCIAL SPONGE CAKES DE LUXE

Beat together until light:

15 lb. eggs
15 lb. sugar
3 oz. salt
9 oz. milk solids (non-fat)
¼ oz. mace

Add:

Vanilla to suit

Then add gradually:

4 lb. 8 oz. hot water

Sift together and fold in carefully:

9 lb. cake flour
2 oz baking powder

Run out into sheets, layers, cups, etc. Bake at about 380° F.

COMMERCIAL SPONGE CAKES

Beat until light:

14 lb. 8 oz. whole eggs
18 lb. 8 oz. sugar
3 oz. salt
1 lb. invert syrup
8 oz. milk solids (non-fat)
¼ oz. mace

When beaten to the proper consistency, add slowly:

6 lb. hot water (140° F.)

Sift together and add gradually, being careful not to overmix:

14 lb. 8 oz. good cake flour

5½ oz. baking powder

Make into layers, sheets and cups. Bake at about 380-390° F.

JAPANESE ROLLS

Slightly beat together:

2 lb. sugar
1 lb. yolks
½ oz. salt

Add:

2 lb. milk

Lemon extract to suit

Sift and mix in:

2 lb. 12 oz. good cake flour
2 oz. baking powder

Divide this mixture into two parts. Color one part pink. Then take two canvas bags with ¾ in. plain round tubes and fill one with the yellow mixture and the other with the pink.

Line two 18x26 in. bun pans with paper and run alternate strips of the mix the length of the pans. These strips should run close to each other. When the pans are covered, bake them at 410° F. As soon as baked, turn them over on sugar dusted cloths. Remove the paper and cover with any type of filling desired. Then roll up the same as for jelly rolls. When the rolls are cool, cut them into five pieces and sieve powdered sugar on them. These rolls may also be iced with any type of icing desired. At times two colored icings are used on each roll.



Sponge Cake

CHOCOLATE SPONGE PEPPERMINT ROLLS**Beat light:**

1 lb. egg yolks
14 oz. sugar
4 oz. water
Vanilla to suit

Then beat light and fold into the above mixture:

1 pt. egg whites
 $\frac{1}{4}$ oz. salt
14 oz. sugar

Sift together thoroughly and fold in carefully:

8 oz. good cake flour
7 oz. cocoa
 $\frac{1}{2}$ oz. baking powder

This mix will make two paper covered pans 18x26 in. Bake at about 400° F. When baked, remove the paper and roll up, like jelly rolls. Allow the rolls to cool. Then unroll the sheets and fill with whipped cream. Reroll the sheets and cover the tops of the rolls with chocolate icing. Cut into pieces of desired size.

WHIPPED CREAM**Whip up:**

1 qt. 36% cream
Add marshmallows to suit.

Then add carefully:

8 oz. sugar
Peppermint flavor to suit

Then fold in carefully:

$\frac{1}{2}$ oz. to 1 oz. gelatine which has been dissolved in a little warm water.

NOTE: In making rolls of this type, it is very important that a whipped cream is used that has good body. The cream should contain at least 36% butterfat. It should be about 36 hours old when used. It must be kept under refrigeration during the aging period.

SPONGE DROPS**Mix together:**

3 lb. powdered sugar
3 oz. powdered ammonia
1 oz. salt
Lemon flavor to suit

Stir in:

2 lb. whole eggs

Add:

2 lb. milk

Sieve and mix in until smooth:

5 lb. 4 oz. bread flour

Drop out on greased and dusted pans. Bake in a hot oven, about 425° F. The mix should be on the soft side and spread quite a bit on the pans before going into the oven. After baking and when cool, ice the bottoms with a good water icing. For variation, colored icings may be used.

BOSTON CREAM PIES**Beat fairly stiff:**

4 lb. sugar
3 lb. whole eggs
1 lb. yolks
1 lb. corn syrup
1 oz. salt
Vanilla to suit

Add gradually, mixed together:

4 lb. good cake flour
1 oz. baking powder

Bake in deep, greased and dusted pie tins, at about 390° F. When the cakes are baked and cooled, slice them in half. Place a thick layer of filling on the lower half and place the other half on top. Then sieve a thin layer of powdered sugar on them. If desired, they may be iced with a thin coating of chocolate icing.

Custard Cream**Bring to a boil:**

1 gal. milk
2 lb. 8 oz. sugar
 $\frac{1}{4}$ oz. salt

Mix together:

12 oz. starch
1 pt. milk

Then add to the starch mixture:

2 lb. whole eggs

When the milk starts to boil, add the starch mixture slowly and stir until thick.

Then add and mix in:

6 oz. butter
Vanilla to suit

To make butterscotch filling, use brown sugar instead of granulated in the above formula.

Chocolate Cream**Bring to a boil:**

1 gal. milk
3 lb. sugar
1 oz. salt
10 oz. bitter chocolate

Mix together:

12 oz. starch
1 pt. milk

Stir in:

1 lb. 8 oz. whole eggs
When the milk starts to boil, add the starch mixture slowly and stir until thick, using a wire whip.

Then remove from the fire and stir in:

6 oz. butter
Vanilla to suit

If proper refrigeration is obtainable a very fine pie can be made by covering the top with a thick layer of whipped cream instead of powdered sugar or icing.

MARSHMALLOW ROLLS**Beat until light:**

1 lb. whole eggs
1 lb. yolks
3 lb. granulated sugar
1 oz. salt

Add carefully:

2 lb. milk (hot)

Sift together and fold in carefully:

3 lb. cake flour
6 oz. cocoa
2 oz. baking powder

Bake at about 400° F. on paper lined pans. This formula will make four sheets. After the sheets are baked, allow them to cool before spreading marshmallow on them.

NOTE: Watch the baking closely, as overbaking will cause the sheets to crack while being rolled.

Marshmallow**Beat together until light:**

4 lb. powdered sugar
 $\frac{1}{2}$ oz. gelatine (dissolved in a little warm water)
1 lb. 8 oz. corn syrup
 $\frac{1}{2}$ oz. salt
2 lb. 8 oz. cold water

Then add:

Vanilla to suit

COLD ROLLED JELLY ROLLS**Beat until light:**

4 lb. whole eggs
4 lb. granulated sugar
8 oz. honey or invert syrup
1 oz. salt

Add:

Lemon or vanilla to suit

Stir in gradually:

2 lb. hot milk

Sift together and mix in carefully:

4 lb. cake flour
1 oz. baking powder

This formula will make four sheets on 18x26 in. bun pans. Bake at about 420° F.

SPONGE COOKIES**Beat until light:**

2 lb. whole eggs
2 lb. granulated sugar
 $\frac{1}{4}$ oz. salt

Add:

Vanilla to suit

Then sift and fold in carefully:

2 lb. cake flour

Place the batter in a canvas bag using a plain round tube about $\frac{3}{4}$ in. in diameter. Run out the cookies on

greased and dusted pans about the size of a silver dollar. Bake carefully at about 420° F.

BANANA SPONGE CAKE**Beat until light:**

5 lb. whole eggs
5 lb. sugar
1 oz. salt

Mix together and heat to about 110° F.:

6 lb. 8 oz. sugar
2 lb. powdered bananas
1 lb. 8 oz. invert syrup
9 lb. liquid milk

Add this to the beaten eggs carefully on low speed (second speed on a four speed machine).

Sift together and mix in carefully:

10 lb. high grade cake flour
6 $\frac{1}{2}$ oz. baking powder

Scale 10 oz. into 7x1 $\frac{1}{2}$ in. layer pans. Bake at about 390° F. When baked and cool, fill and ice the cakes with the following icing.

Banana Cream Icing**Cream light:**

4 lb. powdered sugar
1 lb. shortening
8 oz. butter

Mix together and add slowly to the creamed mixture:

2 lb. powdered sugar
8 oz. powdered bananas
2 lb. invert syrup
1 lb. milk solids (non-fat)
1 oz. salt
2 lbs. cold water

Sift and add:

7 lb. powdered sugar
Mix until smooth.

WHOLE WHEAT SPONGE CAKES**Beat until light:**

2 lb. 8 oz. whole eggs
2 lb. 8 oz. sugar
 $\frac{1}{2}$ oz. salt
2 oz. milk solids (non-fat)

When light, add gradually:

12 oz. hot water (140° F.)

Then fold in carefully:

2 lb. 6 oz. whole wheat flour
 $\frac{1}{4}$ oz. baking powder
Vanilla to suit

Bake in layers at about 380° F. When baked and cool, ice with the following icing.

Buttercream Icing**Bolt to 242° F.:**

4 lb. brown sugar
1 lb. butter
1 lb. liquid milk

Remove from the fire and stir in:

1 lb. invert syrup

Cream together, then add the above hot syrup slowly while beating:

10 lb. powdered sugar
2 lb. shortening
1 lb. butter
 $\frac{1}{4}$ oz. salt
12 oz. liquid milk (120° F.)

Then add gradually while mixing on low speed:

12 oz. liquid milk (120° F.)
Mix until smooth.

CHARLOTTE RUSSE**Lady Fingers****Heat to about 110° F. in a warm bath and then beat light:**

1 pt. eggs
1 lb. sugar
 $\frac{1}{4}$ oz. salt

Sift and fold in carefully:

1 lb. cake flour
Vanilla to suit

Deposit on paper, with a canvas bag and a small round tube into bars about $\frac{3}{4}$ in. in length. Sift powdered sugar on top. Shake the excess sugar from the paper. Place on double pans and bake at about 420° F. When baked, remove the papers from the pans immediately and allow to cool. Then turn the papers over and wash

**Technical Editor**

with warm water. Then remove the lady fingers from the paper.

Place four lady fingers in each Charlotte Russe cup, standing up. Then fill a canvas bag and a large star tube with either pure whipped cream or stabilized cream and fill the cups, using a circular motion. Have the tops of the cream end in a spiral. Then place a candied or maraschino cherry on the top.

GOLD CREAM CAKES**Beat together:**

1 lb. 4 oz. egg yolks
5 lb. sugar

While beating add:

7 lb. 8 oz. cream (36-38% B.F.)
Beat this to the consistency of sponge cake.

Sift together and fold in carefully on medium speed:

5 lb. cake flour
2 oz. salt
2 oz. baking powder

Beat together until light and fold into the above by hand:

2 lb. 8 oz. egg whites
2 lb. sugar
Vanilla to suit

Scale 9 oz. into a 7x1 $\frac{1}{2}$ in. layer pan, or 12 oz. into an 8x1 $\frac{1}{2}$ in. layer pan. Bake at 340 to 360° F. When baked and cool, fill and cover with whipped cream.

CHOCOLATE DIVINITY CAKES**Beat together:**

10 oz. egg yolks
2 lb. 8 oz. sugar

While beating, add gradually:

1 qt. whipping cream (36-38% B.F.)

Sift together:

2 lb. 8 oz. cake flour
1 oz. baking powder
1 oz. salt

Add this alternately with:

1 lb. 12 oz. milk
Vanilla to suit

Stir in:

8 oz. melted bitter chocolate
Then beat together until light and fold into the above mixture:

1 lb. 4 oz. egg whites
12 oz. sugar
Scale 9 oz. into 7x1 $\frac{1}{2}$ in. layers, 12 oz. into 8x1 $\frac{1}{2}$ in. layers. Bake at about 340 to 360° F. When baked and cool, fill and cover with whipped cream.

WALNUT SPONGE CAKE**Beat together until light:**

3 lb. whole eggs
2 lb. powdered sugar
 $\frac{1}{4}$ oz. salt

Add:

Vanilla to suit

Then fold in carefully:

1 lb. 6 oz. cake flour
1 lb. 6 oz. fine ground walnuts
Bake in layer cake pans at about 380° F. After the cakes are baked and cool, fill and ice them with boiled icing. Pour a little chocolate icing on

(Continued on page 47)

Modern Materials Handling

Delivery in Bulk

Utilization in Bulk

The Current Status of Bulk Flour Handling

One of the First Definitive Reports on the Bulk Shipment, Conveying and Storage of Flour

● By Ralph S. Herman, General Mills, Inc.

THE SHIPMENT of flour in bulk and the handling of bulk flour into the bakery and to the blending flour hoppers has proved thoroughly practical. One organization alone has shipped over 3,000 bulk cars, and has found the economics and the advantages of such a system thoroughly worthwhile.

Many bakers are now awakening to the potential advantages available to them because of this industry development. It will be physically impossible for all interested organizations to secure immediate conversion of their plants to permit the unloading and storing of flour in bulk; nor will adequate equipment be available for some little time to permit the transportation of more than a rather limited number of hundredweights of flour in relation to total wholesale baker flour usage.

It is logical that numerous firms will likely try to "beat the gun" so to speak, and will make rush efforts to install facilities to permit unloading bulk cars and bulk trucks and storing bulk flour on their own premises. The installation of makeshift equipment will most likely prove to be, in time, an uncomfortable and expensive luxury.

Actually, the application of the bulk handling of flour in any bakery represents a precise engineering problem. In no sense is there any standardization of design. To insure successful and stable operations, good engineering must be behind each installation.

There are a number of firms well experienced in the design and construction of implant bulk flour handling equipment, and it would be well for bakery management to depend upon guidance from such agencies rather than to accept the suggestions of "sidewalk" engineers.

The cost of bulk flour installation, depending of course upon volume of flour to be handled as well as system employed, presently ranges from a modest sum per hundredweight basis to a rather substantial capital investment. Important factors to be considered include the stability of the equipment, the expected economy, and likely trouble-free dependability of operations, sanitation, and function flexibility.

Each bakery plant installation for receiving bulk flour from trailer trucks, particularly, should be designed to handle unloading by air and by conveyor and by gravity.

Otherwise, sources of bulk flour supply might be limited to one agency. There is presently no uniformity of design of unloading systems employed by the several firms manufacturing bulk flour trailer trucks.

While "over"-engineering is always expensive, it is invariably less costly in the long run to lean towards the "over"-engineered rather than the "under"-engineered design.

At the present time, flour is being satisfactorily handled in bulk through shipment in the Trans-flo type of car, in covered Hopper cars, in Airslide cars, and by bulk truck. A fourth type of railroad car, known as the Container car, is now on the drawing-boards.

The Trans-flo car is made by the General American Transportation Corp., and is available only on lease. It is a well-designed, strongly constructed piece of equipment, and has the advantage of separated bulkheads which permits the shipment of more than one type of flour in the car. The leasing cost is some \$325 per month, and the lease must be underwritten for a period of 10 years.

The covered Hopper car is a regular railway hopper car, modified to handle flour. It is practical for such purposes and is available from a number of different railroads without cost or penalty to the shipper or the consignee. The covered Hopper car is somewhat awkward to unload in comparison with either the Trans-flo or the Airslide car, and is lacking in refinements of design.

The Airslide car, also made by GATX, is presently much in favor. It has proven thoroughly practical and is unusually well adaptable to a variety of applications. This type of car does not have separated bulkheads and, accordingly, only one grade of flour can be shipped at a time. At the moment, there are only 100 Airslide cars in the country, but some 150 additional cars are on order for delivery beginning in September and/or October this year.

These cars, too, are available through lease from GATX on a rental basis of \$145 a month, again against a 10-year contract. To offset this monthly rental, however, the carriers credit a mileage allowance of 3.2¢ per mile for all the miles traveled by the car; that is, both empty and loaded mileage; provided, only, there is maintained an equalization of mileage traveled while under load as compared to the miles traveled when empty. If car movement is expedited,

the credit mileage in many cases will offset the rental charges.

Accessories Required

The rental charge of \$145 per month covers only the bare car. Adapter nozzles at the unloading outlets are extra, and there is an additional charge for waxing the interior of the car. The cost for waxing, payable to GATX by the lessee, is \$350. We know from our own experience with Trans-flo cars that such a wax finish is good for at least eight years. The inside surface of cars that we have had in operation for that length of time, treated with this type of inside wax coating, still shows no signs of deterioration.

There are two types of adapter nozzles for use on the Airslide car available at the present time. One type, which is permanently attached to the car, costs, roughly, \$350. A demountable type, which must be attached at the time of unloading and detached after unloading, costs about \$50.

In addition, the consignee needs, at point of unloading, a motor blower unit for activation of the Airslide, which means an additional investment of, roughly, \$1,000.

The Container car is most easily described as a flat car on which are mounted individual metal bins that are held in position during transit by suitable clamping devices. At destination, the bins can be unstrapped and lifted from the car or unloaded can be accomplished directly from the bins at the bakery siding.

The Trans-flo car has a capacity of, roughly, 110,000 lb.; the covered Hopper car, 70,000 to 100,000 lb., depending upon cubic capacity; and the Airslide car, 100,000 lb. We have no capacity data for the proposed Container car. All types of bulk cars must be loaded to maximum capacity.

The Trans-flo car can be unloaded only by means of air. The Hopper car is unloaded by gravity feed; while the Airslide car can be unloaded mechanically through the use of a screw conveyor or by gravity or by air.

There are several different types of bulk trucks presently available, and two or three new designs are now on the drawing-boards. The trucks are subject to some control by city and state highway weight limitation regulations, but in general can be classified as having a capacity of, roughly, 400 cwt. flour.

Trucks are now available carrying a built-in pressure system to facilitate rapid unloading. Others dis-

charge through screw conveyor, and still another type depends upon gravity discharge.

Several of the trucks and tractors sell as a unit for between \$28,000 and \$32,000, although one has recently been promoted that could possibly be adapted to flour usage for an investment of \$11,000 or \$12,000.

Bulk trucks can be quickly loaded at the mill, but their economical radius of operation is quite limited. More experience is needed under varying conditions of usage before specific suggestions are warranted as to cost of operation. Preliminary studies suggest that a bulk truck, operating four to four and a half days a week, will prove economical within a 50-mile maximum radius from a loading point. The maximum pay-off mileage may later prove to be only 30 miles.

As with the Airslide car, only one type of flour can be loaded at one time into the bulk truck.

Various methods for handling deliveries of bulk flour in the bakery are available. These range from rather simple and comparatively inexpensive mechanical installations to automatic pneumatic equipment.

Perhaps the simplest approach is to use Tote Bins for implant storage purposes. Such metal bins are available in three sizes, ranging from 42 cu. ft. capacity to 110 cu. ft. The most popular size has been the 74 cu. ft. Tote which has a capacity, when properly loaded, of approximately 3,000 lb. flour. This Tote has a tare weight of 225 lb. and costs approximately \$320 f.o.b. Beatrice, Neb. The 110 cu. ft. capacity Tote has a tare weight of 285 lb. and costs, in turn, \$385 f.o.b. Beatrice. This size Tote has a full pack capacity of approximately 4,400 lb.

Both size bins have the same dimensions except for height. The 74 cu. ft. size is 69% in. tall, while the 110 cu. ft. size is 99 in. tall.

The larger size unit is particularly advantageous from a capacity standpoint if flour is unloaded by gravity feed into the Totes. The full capacity of each size unit can only be maintained when a device such as a "spinner-head" is used at the feed-in and a vibrator is installed on the loading platform to permit a solid pack. The larger size Tote will handle approximately 4,000 lb. flour when simply filled by gravity without employment of special flour packing devices.

Tote boxes are conveniently
(Continued on page 45)



**If your bulk flour is arriving this way,
better be sure it was checked BEFORE loading**

By the time a car or truck of bulk flour gets into your production, it's *yours*. If something is wrong with the grade, trouble piles up fast.

By all means, adjust your receiving operation to get the economies of bulk flour handling. But be sure to buy from a mill with facilities to check quality *before* the flour gets into the delivery vehicle.

Atkinson gives you a pre-check of grade *before* loading. We can do this very handily because we've got a great, big 50,000 cwt. cushion of flour storage to draw our deliveries from. It's a simple matter to give that flour a positive OK before a pound of it starts to flow. And just to be doubly sure, we check it *during* loading, too.

Why not switch to Atkinson flour and be sure—because IT'S BIN-CHECKED*.



ATKINSON MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Uniformity

the priceless quality in flour

yours always with . . .

Acme-Evans Flours



- ANGELITE**—cake flour
- COOKIE KING**—cookie and doughnut flour
- CRACKER KING**—cracker sponge flour
- GRAHAM KING**—100% soft wheat graham
- PASTRY KING**—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

**108 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
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STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO, N.Y.

Dick Brothers Bakery Buys Sindelar Firm

MANITOWOC, WIS.—Dick Brothers Bakery Co., headed by Oscar Dick, has purchased the physical assets of the Sindelar Bakery Co., founded in 1934 by the late Frank Sindelar. The purchase includes a wholesale bakery route, trucks and some bakery equipment but not the real estate.

Mr. Sindelar and his wife both died unexpectedly the same day last August and since then the bakery has been operated through their estate.

Mr. Dick said that the Sindelar retail shop on Washington St. was being closed.

BREAD IS THE STAFF OF LIFE

Nashville Distributor

Named by Sara Lee

CHICAGO—The C. B. Ragland Co., 300 Second Ave. So., Nashville, has been assigned a distributorship by Kitchens of Sara Lee, Inc.

The Sara Lee cakes will be fresh-frozen in the company's kitchens in Chicago and shipped frozen to Nashville. The company recently installed a large freezing plant in its Chicago bakery.

BREAD IS THE STAFF OF LIFE

RAISIN SHIPMENTS UP

FRESNO, CAL.—Shipments of raisins to the trade in this country and Canada during June totaled 8,234 tons, 532 tons more than June a year ago and exceeding the post-war June average by 1,901 tons. This was reported by Norman J. Katen, manager of the California Raisin Advisory Board, from figures compiled by the Raisin Administrative Committee.

GARLAND MILLS INC.

GREENSBURG, INDIANA
Cake, Cracker and Family Flours

The Choice of the Finest Hard Wheats

The only mill in this great terminal market, Universal consistently offers:
**BETTER HIGH PROTEIN
SPRING WHEAT FLOURS**

**DULUTH UNIVERSAL
MILLING CO.**
Duluth, Minnesota

"DURAMBER"

SEMOLINA

FANCY No. 1

Milled from Carefully Selected
AMBER DURUM WHEAT

AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

Super Chief

High Protein Flour

GREEN'S MILLING CO.

Morris, Minn.

"Whitewater Flour"

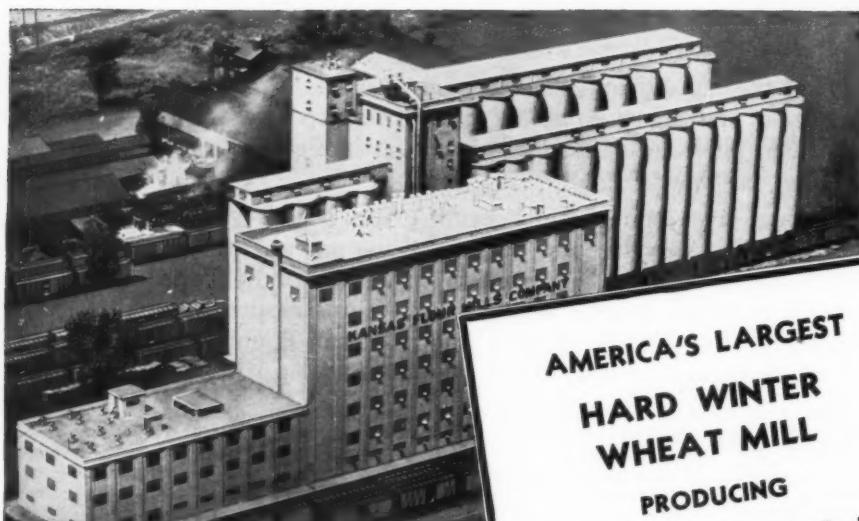
Ground Where the
Best Wheat Is Grown

WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



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PERFORMANCE TESTED FLOURS

Control-milled to the highest standards of uniform baking quality required for America's Leading Loaves.

Dependable PERFORMANCE TESTED
FLOURS will help you maintain
quality leadership.

KANSAS FLOUR MILLS Company

DIVISION OF
FLOUR MILLS OF AMERICA, INC.

KANSAS CITY, MISSOURI

**BEFORE THIS
COMES THIS**



130,000 loaves of white bread will be baked in our experimental commercial bakery this year! Using standard commercial bakery equipment and formulas, we'll bake up samples from all types of flour milled by General Mills. No flour gets our bakery's okay unless it measures up for volume, grain and texture, color, absorption and mixing and fermentation tolerance. Result? When you open a sack of General Mills flour you can be *sure* it will make good bread.

Look for this label on every sack of flour you buy.

General Mills, Inc.



Be Proud of Your Job,
as We Are of Ours, for

"Bread is the Staff of Life"



GIBRALTAR KANSAS BEST
Flour Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.



Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.
INDEPENDENT OWNER MANAGED

The
WALL~ROGALSKY MILLING CO.
McPHERSON, KANSAS

DO YOU KNOW . . . ?

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce cap either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 30 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When 6% milk solids are used in making bread, the volume of the loaves will be smaller than when no milk solids are used.

2. It is generally figured that 20 oz. of molasses and 1 oz. of soda bicarbonate will produce about the same amount of carbon dioxide gas as 1 oz. of baking powder.

3. Crust soakage in oven filled pies can be reduced by making the shells a day ahead and allowing them to dry out somewhat.

4. There are no objections to using old frying fats in cookies and dark breads.

5. A high score butter indicates a high butterfat content.

6. Sweetened condensed whole milk contains, on an average, 31% water, 41% sugar and 28% milk solids, which includes 8% butterfat.

7. Some white cake formulas call for both baking powder and cream of tartar in order to improve the crumb color as compared to those calling for baking powder only.

8. When water is very soft, it has been found that the addition of mineral yeast food to the dough or sponge will produce a better loaf of bread.

9. For best results, puff paste doughs should be mixed by hand before butter or margarine is rolled in.

10. When melted chocolate is added to marshmallow, it causes breakdown.

11. Beef fat produces oleo.

12. To help prevent mold development in bread 1 qt. vinegar should be used with every 200 lb. flour used for the dough.

13. When little or no spread is desired in a cookie, powdered sugar is generally used as most of the sugar will be dissolved before the cookies go into the oven.

14. In order to produce good results when making sponge cakes, when the beating time is given with the formula, the directions should be closely followed as the time given is very important.

15. Leaf lard is rendered from fats obtained from all parts of the hog.

16. When making cakes containing high percentages of sugar and moisture, best results are obtained by using an unbleached cake flour.

17. In a well controlled bread plant

the divider loss is usually held down to 1/2% or less.

18. Dark rye flour has less absorption than white or medium rye flour.

19. In order to produce lighter colored sugar cookies, more soda should be used in the formula.

20. The flavor of butterscotch can be made more pronounced by using brown sugar.

B-E-T-S® NOW AVAILABLE IN 2 FORMS

THE ORIGINAL BREAD ENRICHMENT TABLETS



Contains Ferrous Sulfate, the most highly assimilable form of iron, an exclusive feature—at no extra cost.

B-E-T-S WITH VITAMIN D



Another first for B-E-T-S. Addition of "sunshine" Vitamin D means extra sales appeal.
Write or wire for full information

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Subsidiary of Sterling Drugs Inc.
1450 BROADWAY, NEW YORK 18, NEW YORK
Pioneers in Food Enrichment

DIXIE LILY

Plain and Self-Rising
A Flour Without Equal
Anywhere

BUHLER MILL & ELEVATOR CO.

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CAHOKIA FLOUR CO.

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BLAIR'S *Early Bird*
FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

QUALITY FLOURS St. Cloud Milling Co.

Sales Offices:
580 Grain Exch. Bldg., Minneapolis, Minn.
Mills at
St. Cloud, Minnesota

**DAVID HARUM
BAKERS FLOUR**
From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

ACME — GOLD DRIFT

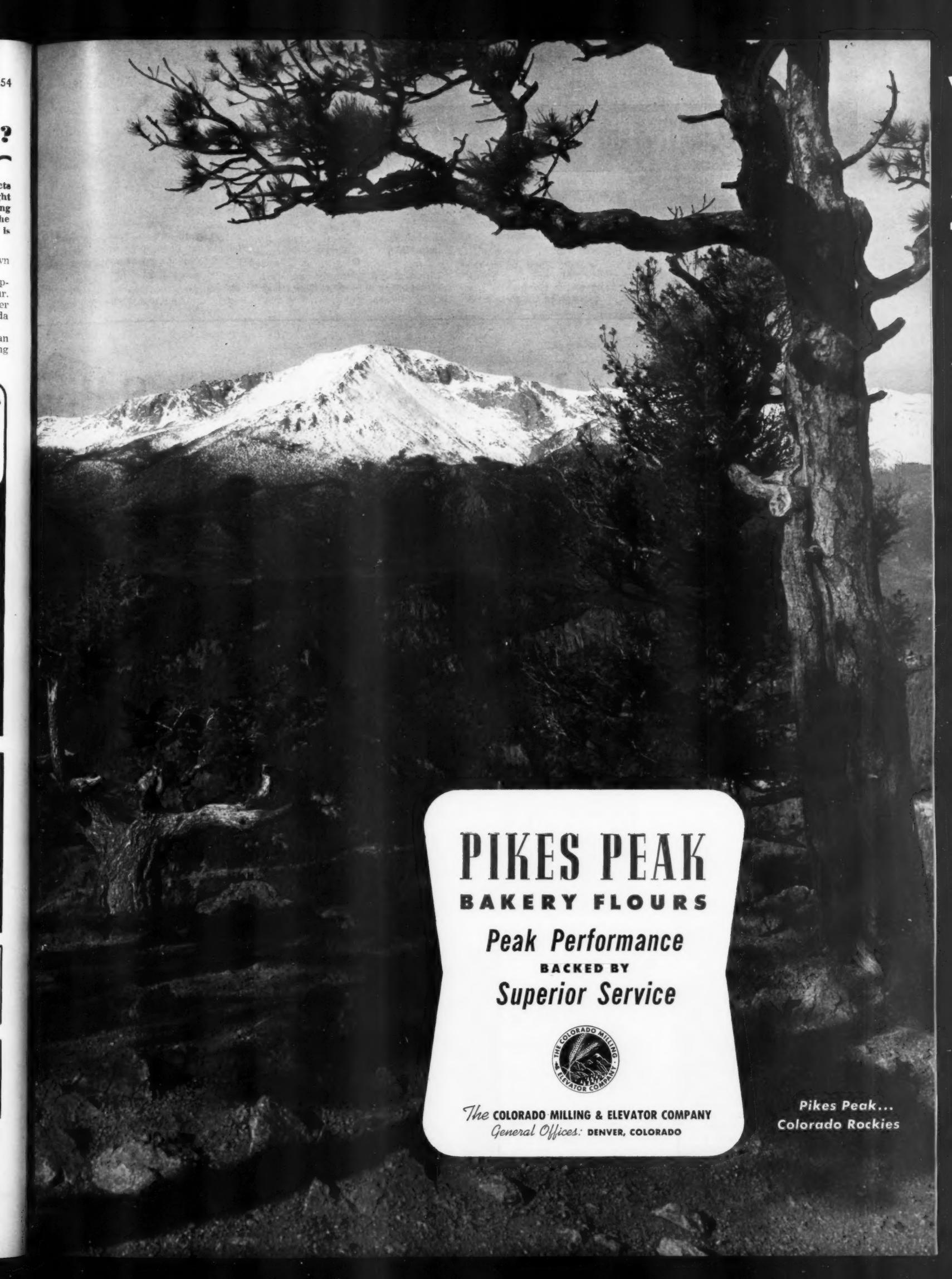
Better Bakery Flours

These Brands Meet Every Shop Need
THE ACME FLOUR MILLS CO.
Oklahoma City, Okla.

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN



PIKES PEAK BAKERY FLOURS

Peak Performance
BACKED BY
Superior Service



*The COLORADO MILLING & ELEVATOR COMPANY
General Offices: DENVER, COLORADO*

Pikes Peak...
Colorado Rockies

Ringing the Baker's Doorbell

Math Schrodil, for 28 years associated in the Milwaukee retail bakery scene as shop operator and shop manager, has become owner of the Edwin Krueger Bakery on West North Ave. and N. 92nd St.

Harold Dohmeyer, Milwaukee, bakery shop operator on North 12th St., has closed his shop and has retired.

The Quaker Bakery, 1205-07 N. Mason St., Appleton, WIs., has completed a \$75,000 expansion program. Ben Cherkasky heads Quaker.

Matt Gross, Jr., operator of a bakery for the past nine years at North Green Bay Ave., Milwaukee, has sold his shop to Art Libecki. The shop had formerly been operated by Mr. Gross' father, Matt, Sr., who is retired.

Franklyn Kullmann, well known in the Milwaukee retail bakery and allied scene for 20 years, has opened "The Party House Bakery," 2223 East Capitol Drive. In recent years he had been associated with his father's West Mitchell Street shop, and most recently, had been sales representative in the Milwaukee area for Lever Bros. He has installed all new equipment in both shop and retail sales quarters.

John Bohren, head of Bohren's Bakery, Milwaukee, and president of the Milwaukee Retail Bakers Assn. has sold his shop on East Keefe Ave. and has temporarily retired from the baking business to undergo surgery and medical treatment. He has sold his shop to Len Kontowicz, identified with several shops in the city for the past 17 years, most recently with Pornat Bros.

William Hamann, Mitchell, S.D., manager of the Metz Baking Co., has announced plans for construction of a new distributing depot to be located at 300 E. Haven. The new building, which will be of brick and tile construction, will provide for garage storage of eight trucks, warehouse and office quarters.

A fire believed to have started when heat from gas ovens set fire

to the first floor and burned through the basement ceiling did some \$2,300 damage to Weber's Quality bakery, 1279 Randolph, St. Paul, Minn.

The Home Bake Shop, under the management of Mr. and Mrs. Frank Scott, has opened in Plankinton, S.D. The building has been completely re-

modeled and new equipment has been installed.

A bakery has been opened in Eureka, S.D.

Fire damaged the newly-completed addition in the rear of the Gold Crust Bakery, Polson, Mont. The bakery

had staged an open house just a few days previously, celebrating completion of the addition. It has been operated by the Ray Johnsons for about a year. They plan to rebuild.

The Rapids Bakery & Coffee Shop, Coon Rapids, Minn., has been opened by Mr. and Mrs. Earl Hoover.

Keith Sullivan, new owner of the Home-Maid Bakery, Le Mars, Iowa, recently staged a grand opening sale.

A contract for construction of a 96x50 ft. addition to Jill's Bakery,

Increases Bread Sales



John McCarthy, owner of BUTTERKIST BAKERY SHOP, 4404 W. Lawrence Ave., Chicago, along with Mrs. McCarthy (left) and Betty Kuehling, stand proudly before the banners and cards as well as the golden loaves of WHEAT GERM BREAD.

1008 Coal Ave. S.E., **Albuquerque**, has been awarded for \$18,500. Dale Tetterington, manager of the bakery, said the new addition will be used primarily for doughnut making. Jake Umbrage is the owner.

Gerald Simon has purchased Bill's Bakery, **Lisbon, N.D.**, and has assumed operation of the bakery. He has managed the Williston Quality Bakery at Williston, N.D., and Ings Bakery at Redwood Falls, Minn.

Olav Fosdal, owner of Fosdal Baker Shop, E. Main St., **Stoughton, Wis.**, has purchased the Home Bak-

ery in Stoughton and is operating the new addition. The shop was operated for about three years by Alvin Mattison, who with his wife, is taking an extended vacation.

Bob Dennis, has opened his third Dennis Donut Shop at 306 N. Walker, **Oklahoma City**.

The New York Bakery has been opened at 105 Singer St., **Johnstown, Pa.**, with Joseph J. Del Signore, manager.

The former baking plant of A. Hagaman & Co. at 875 Madison Ave.,

Albany, N.Y., has been purchased by Joseph Wander, realtor. Mr. Wander plans to convert the baking plant for use as offices, it was reported. The three brick buildings comprising the plant are assessed at \$110,000. The Hagaman baking concern, now reorganized under new management, has moved its headquarters to 300 Delaware Ave. where it absorbed the business of Dempf's Bakery and leased its plant.

The summer months have not been slow for Stotler's Bakery, **Flat River, Mo.**. Two of their trucks have been overturned, lightning struck a transformer and put them out of business

for a day and recently burglars visited the place and took some cash and other valuable items.

Bakery Associates Inc. has been incorporated in **Buffalo, N.Y.**, with capital of 200 shares. Incorporators are Jean A. Martin, Vincent T. Ray and John C. Britting.

A pastry shop was recently opened in **Edgefield, S.C.**, owned and operated by Ashley W. Heath. Mr. Heath operates a shop in **Elberton, Ga.**, and prior to that he operated a baking firm in **Newberry, S.C.**

Because of ill health William A. Henderson, owner of the Tenth Avenue Bakery, **Augusta, Ga.**, has been forced to retire. His business has been bought by Henry Dunbar and G. C. Grant, who will continue to operate it.

The Ward Baking Co., **Augusta, Ga.**, has opened a second retail outlet in Hidepark section of the city.

Moeller's Bakery, **Ocala, Fla.**, operated by George Moeller, has installed a 50 bun-pan oven and a cake depositor.

The Darville Bakery, **Jensen Beach, Fla.**, is now occupying a new building just completed on Commercial St. This was formerly the Alderman Bakery, operated for many years by Mr. and Mrs. Charles Alderman. They recently sold the plant to Reginald Darville.

A new warehouse is under construction at **High Springs, Fla.**, for the Merita Bread Co.

Recently Mr. and Mrs. William Pollert, owners of Pollert's Bakery, **Miami**, prepared as a gift for Father Finnegan for his silver jubilee luncheon a cake two feet high and which served 150 persons. It was elaborately decorated with religious symbols.

Carl Hoffmann who has for a number of years operated a bakery and a restaurant in separate buildings located a few doors apart on the same street, in **Lake Wales, Fla.**, is combining the two.

Leroy H. Fisher, owner and operator of the **Ocala (Fla.) Bakery**, has installed a new revolving tray oven with a capacity of 20 bun pans.

Floyd Hagan has purchased the Purity Bakery, **Plant City, Fla.**, from Mrs. Anna Prosser. After remodeling and renovating the plant he will operate it.

Roselyn Bakeries opened its 22nd bakery retail shop in **Indianapolis** recently at 3107 English Ave.

Moore - Lowry Flour Mills Co.

Kansas City, Mo.

PRECISION-MILLED FLOURS

eswith Wheat Germ Flour!

We at **BROWN MILLING** thought that we would bring you a message directly from one of our many users of **WHEAT GERM** flour, so we picked a member of our rapidly growing family, the **BUTTERKIST BAKERY SHOP** and asked Mr. McCarthy what he thought of our flour, after having used it four weeks, and this is what he had to say:

"Since using **WHEAT GERM** flour, milled by Brown Milling Process, we have noted the following changes, first; many of our customers who have been purchasing bread from us switched to the wheat germ bread for a trial, since then they have become regular purchasers of this type of bread, then the word got around the neighborhood and from that time our sales have increased 10%, and that is good in this off season for bread. Add to this fact that there has been a steady increase in the consumption of bread in the families we know from years of service and they have had such comments as . . . 'like old fashioned bread' . . . 'hearty flavor' . . . 'toasts beautifully' . . . 'firmer' . . . 'tastier' . . . when you add all these points together, then you can understand why we are enjoying an increase in business, and this is just the beginning!"

Well, those are the words from a baker who knows . . . so why not climb on this bandwagon of BETTER BREADS via the **WHEAT GERM PROCESS** and cash in on increased sales? May we hear from you?

BROWN MILLING COMPANY

150 E. Superior St., Chicago 11, Illinois

Millers of Natural Wheat Germ Flour
It's Best for Bread

Edgar Carlock
2310 N. Oakley Blvd.
Chicago 47, Ill.
Ph. CEntral 6-1555

Louis R. Dooley
230 Park Ave.
New York, N.Y.
Ph. Murray Hill 6-5490

H. C. Elliott
614 W. Washington
Morris, Ill.
Ph. Morris 57

E. P. MITCHELL COMPANY

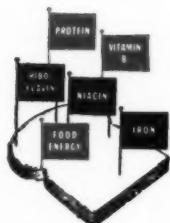
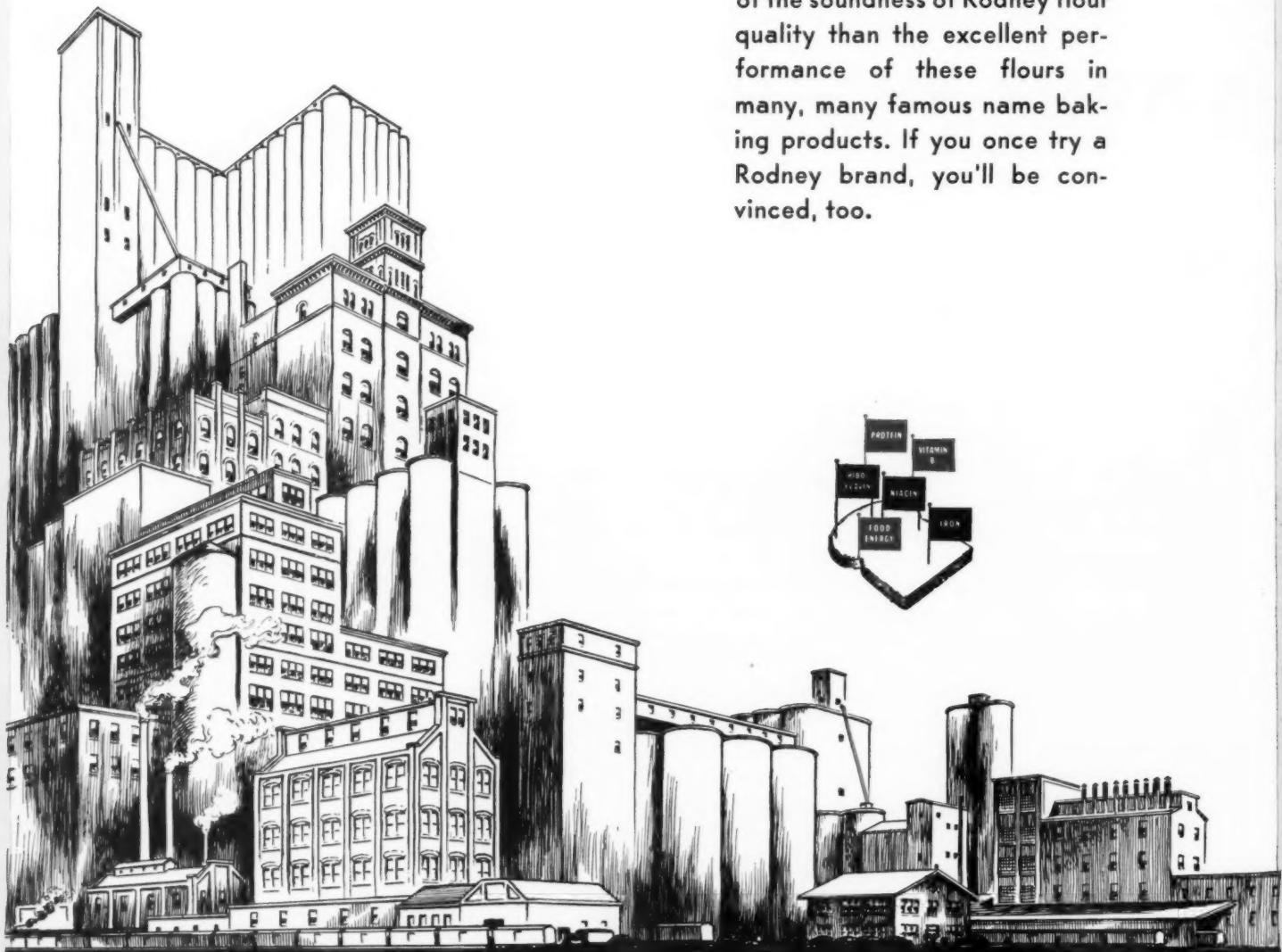
Flour—Corn Goods

GRAND 1554

1206 Waldheim Bldg. • Kansas City, Mo.



"Known by the Company They Keep." . . . this is one maxim that certainly applies in the case of Rodney flours. The list of bakers using Rodney brands reads like a "Who's Who in the Baking Industry." There is no better proof of the soundness of Rodney flour quality than the excellent performance of these flours in many, many famous name baking products. If you once try a Rodney brand, you'll be convinced, too.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE



Harold W. Kilpatrick

ELECTED — Harold W. Kilpatrick, president of San Francisco's Kilpatrick's Bakeries, Inc., has been named to the board of directors of Campbell-Taggart Associated Bakeries. The Campbell-Taggart organization, with headquarters in Dallas, operates 57 bakeries in 20 states, including the two Kilpatrick plants in San Francisco which recently were added to the group.

Burny Brothers' Plant Cited for Beauty, Influence

CHICAGO—The million dollar bakery of Burny Brothers, Inc., 4600 Chicago Ave., Chicago, has been cited by the Chicago Tribune in its "Factory of the Month" series, stating that the bakery's outstanding architecture and landscaping has been an excellent influence, not only on other new bakery buildings but on new and old plants in its neighborhood.

The three Burny brothers, C. J., George J. and Jule J. (who died in 1951) agreed that the new plant should be one set back from the street, with plenty of flowers, trees and shrubs around it—a bakery that'll be good to look at, a pleasure to work in, and something that could be pointed to with pride.

According to the article, "The brothers Burny told L. P. Sumarkoff, Chicago architect, what kind of a building they wanted. Today the beautiful Burny bakery is a show place for visiting bakers from all over the world. Not only do hundreds of bakers attending conventions in Chicago flock to the west side to see the plant, now world famous in the baking business, but there is a steady stream of visitors from other countries.

"Tours of the plant by groups of Chicago and suburban housewives and children [and many men] are organized. Last year 19,000 persons inspected the plant and groups already are booked through to 1955, said Thomas H. Flood, advertising manager.

"According to Fred Ecker, manager

of the firm's retail division, the new plant, opened in 1950, not only has had a definite effect on design and beautification of new baking plants throughout the world, but it has influenced the design of new plants in the neighborhood and caused many of the older factories to spruce up."

The newspaper continues:

"The outstanding feature of the sprawling one story plant with 125,000 sq. ft. of floor space, is the massive entrance, a simple, dignified

combination of French marble and Indiana limestone, ornamented only by two pine trees, one at each side.

"The building, which fronts 470 feet on Chicago Ave. and 300 feet on Kilpatrick Ave., is set back 30 ft. from the sidewalk."

The article tells of the Burny brothers and how they worked as coal miners in north central Illinois when they were boys and of their ambition to get above-ground jobs. Later they learned the bakery business in a friend's shop in Chicago and finally founded their own bakery.

PINEAPPLE DELIVERIES UP

SAN FRANCISCO — The movement of canned pineapple continues at an all time high level, according to Elvon Musick, president of the Pineapple Growers Assn. Annual figures, just released, for deliveries by members to the trade for the 1953-54 pack year show an increase of 5% over the previous record high made in 1952-53. Deliveries of more than 18 million cases were made in 1953-54. This increase in sales occurred in spite of an 8% decrease in pack during the past year.

BROSOFT®

Contains flour, mono- and di-glycerides, vegetable oils, lecithin and associated phosphatides (vegetable emulsifier) and salt

Demonstrations Now Available in YOUR SHOP

timely! important!



THE new bakery ingredient Brosoft produces tenderness of crumb and crust with improved texture, better eating and keeping qualities, and easier slicing.

Brosoft is a dry product packed in 100-lb. laminated paper bags. Its use requires no changes in shop procedures. Bakers in many sections of the country are already using Brosoft. Brosoft has high powers of emulsification and dispersion resulting in activity for combining shortening and water and other ingredients of the dough.

Trained Bakery Technicians are available from the home office of the Brolite Company, Inc., Chicago, or the Brolite Company's divisional offices in New York City, Dallas, San Francisco, Seattle, and Atlanta.

**Valuable Ingredients
for Bakers--Since 1928**

BROLITE COMPANY INC.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

225 Fourth Ave., New York City 3, N. Y. 2215 Haskell Ave., Dallas 10, Texas. 621 Minna St., San Francisco 1, Cal. 518 First Ave., North, Seattle 9, Wash. 686 Greenwood Avenue, N. E., Atlanta 6, Ga.

Main Office: 2542 Elston Avenue, Chicago 47, Illinois

ANSWERS
TO "DO YOU KNOW?"
Questions on Page 24

1. False. Conclusions, based on a series of tests, show that the volume of the bread made with 6% milk solids is about the same as bread made without milk solids.

2. False. Twenty ounces of molasses and 1/4 oz. of soda bicarbonate is usually figured to produce about the same amount of carbon dioxide gas as one ounce of baking powder.

3. True. The shells should be placed on a rack where the air can circulate over them to dry out.

4. False. Due to its poor odor and flavor old frying fats should not be used in baked foods as the eating quality will be impaired. It is best to sell the old frying fat to a manufacturer of soap.

5. False. Butter is scored for flavor,

color and texture. The government standard for butter is that it must not contain less than 80% of milk fat. A high score does not necessarily indicate a high fat content, as the other points may score high bringing up the total score.

6. True. There may be slight differences in the composition of the various brands on the market but the figures given are a good average.

7. True. The cream of tartar seems to have a slight bleaching effect upon the crumb, producing slightly more volume due to the reaction of the cream of tartar with the alkaline in the egg whites.

8. True. From 1/4 to 1/2% based on the weight of the flour is generally recommended.

9. False. Either hand mixing or machine mixing when properly done will produce excellent results.

10. True. Chocolate, because of its fat content, destroys the foam building property of the gelatin or egg whites, thus producing a syrup like effect.

11. True. Oleo oil is pressed from beef fat. It is used extensively in the manufacture of oleo margarine on account of its yellow color and butter like flavor.

12. False. Vinegar is used as a rope preventive. It does not stop the development of mold. Rope is a disease in bread which most often occurs during the hot weather season.

13. True. When granulated sugar is used, the undissolved sugar crystals produce a spreading effect during baking when they melt.

14. False. Due to various beating qualities of eggs, variation of egg temperature, amount of eggs in the bowl, types of bowls and whisks, varying speeds and whip actions, and other conditions, we feel that beating eggs for a given length of time does not always produce satisfactory results.

15. False. Leaf lard is obtained from around the kidneys of the hog.

It is usually considered as the highest grade of lard. About 15 or 16 pounds of leaf lard is obtained from the average hog weighing 165 to 185 pounds.

16. False. A bleached cake flour should be used. It is also necessary to use an emulsifying type of shortening.

17. True. In an uncontrolled shop this loss may run as high as 2% or over.

18. False. Dark rye flour has greater absorption than either white or medium rye flour. It is generally figured that dark rye flour will absorb about 200% water, medium rye flour about 150%, and white rye flour about 100%.

19. False. Soda produces greater spreading and when soda is added the cookies will spread more and become thinner. Through being thinner, the sugar in the cookies will caramelize faster; thereby producing a darker color.

20. True. The use of some molasses in the formula will also help. However, the molasses should not be of too high a grade as in that case the flavor will be too mild to produce a more pronounced flavor.

BREAD IS THE STAFF OF LIFE

**C. S. McWilliams Named
To Q. M. Institute Post**

CHICAGO — Appointment of Charles S. McWilliams as chief of the cereal and baked products division of the Quartermaster Food and Container Institute was announced recently by Dr. Donald K. Tressler, scientific director. In his new post, Mr. McWilliams will be responsible for directing investigations on baked products, coordinating this work with university, industrial, and other cooperating groups and preparing the specifications and providing the technical services required by the Armed Forces.

Mr. McWilliams has been associated with the cereal and baked products division since March, 1946, his special



J. Dudley Calhoun

BOARD MEMBER — J. Dudley Calhoun, vice president of Arnold Bakers, Inc., has been elected to the board of directors, according to an announcement by Paul Dean Arnold, president of the company. Joining the company in 1946, as personnel director, Mr. Calhoun was appointed vice president and assistant to the president in 1949. He is also vice president of the Arnold Bread Sales Corp. a subsidiary. Before coming to Arnold Bakers, Mr. Calhoun was with the Sperry Gyroscope Co. and the Bank of New York.

field of developmental interest being crackers, cookies and canned baked products. He is a graduate in food technology of Pennsylvania State University and was formerly with General Mills, Inc., General Foods Corp., and Bowey's, Inc., Brooklyn, N.Y., being Bowey's chief chemist for three years.

BREAD IS THE STAFF OF LIFE

**Vending Machine Now
In Use for Cake Slices**

LOS ANGELES — Automatic coin machines are now in use for delivering customers a slice of cake.

Pioneer in the newest venture for vending machines is Baker Boy Bakeries, Inc., 1234 S. Lorena St., Los Angeles.

Baker Boy products have now been packaged successfully in a "stay fresh" snack slice portion which fits all standard candy and confection machines, according to Milton Katz, general manager, and has boosted sales appreciably in several test locations. The slices are delivered to the vendor in a standard 100-pack box, he explained.

Merchandised as a vended coffee cake slice, the product is described as a booster for coin machine coffee, milk, tea, juices and other beverages. The manufacturer also makes a special 72-slice vending machine which may be attached to drink vending machines.

BREAD IS THE STAFF OF LIFE

SCHAFER'S MOVES

DETROIT — The executive offices and staff of Schafer's Bakeries have been moved from the Washington Blvd. location in Detroit to the newly built main plant at 2701 S. Logan St., Lansing, Mich. Schafer's Detroit Bakery, Inc., will continue at its present location at 2108 McClellan Ave. in Detroit.

THE NEW CENTURY CO.
3939 So. Union Ave. Chicago 9, Ill.
Always in Market for Flour and Feed
Producers of
DRYED BREWERS' GRAINS

"SLOGAN SPECIAL"
The Quality Bakers' Flour
Oklahoma Flour Mills Co.
EL PASO, OKLAHOMA

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

"Only water, salt and DAISY don't change"
Says J. S. Almond, Manager JACK FROST DONUTS

CLEVELAND, OHIO

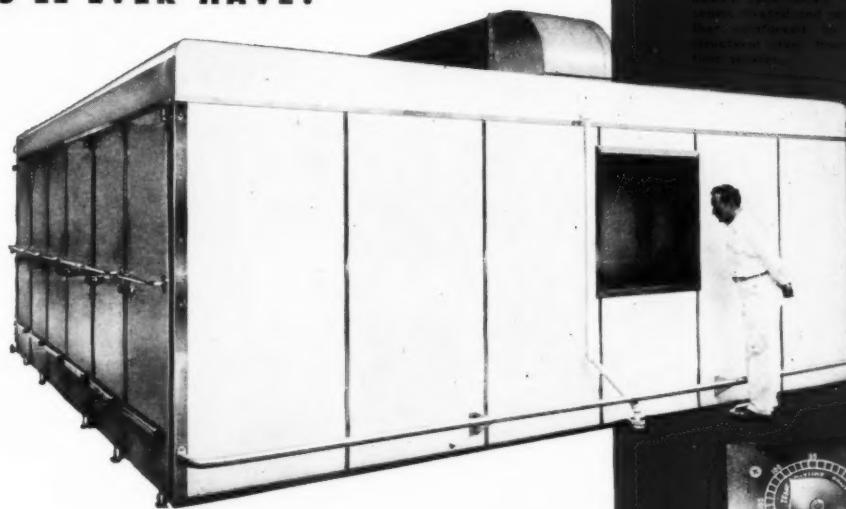


It is not what we say—but what our customers say—that counts. "We have been buying Daisy Donut Mixes for about 19 years now—and we are happy about the whole thing. Your flour and service have been tops. During the war when so many items varied in quality we said, and we still repeat—the only things that didn't change—were water, salt—and Daisy." When you use the Daisy Line—as Jack Frost does—you are assured of the finest, high quality ingredients, properly proportioned, perfectly blended under rigid laboratory control—with proven production performance built right in the formula. There is a Daisy quality formula for all types of donuts, coffee cakes, danish pastry and sweet rolls.



STOCK
A BIG NAME IN FLOURS FOR OVER 90 YEARS
Famous For Flour
Milled From
MICHIGAN SOFT WHITE WHEAT
F. W. STOCK & SONS, INC.
MILLSDALE, MICHIGAN • BOSTON • NEW YORK

**HERE'S THE BEGINNING
OF THE BEST HOLIDAY
YOU'LL EVER HAVE!**



A new Union-Air Proofing System in your plant will actually be the beginning of your best holiday—a complete vacation from proofing problems for years and years to come!

As you know . . . Union-Air Proofing Systems are the **only** completely automatic systems that permit you to select and maintain the best proofing conditions for the product in process.

Temperature and humidity ratios are easily established by setting one simple coordinated control. Predetermined proofing conditions may be maintained indefinitely regardless of weather or shop conditions. Or—settings may be varied to match changing formulas.

It's no secret that precision proofing affords better, more uniform texture, quality and color—and, with any Union-Air Proofing System you can maintain your schedules around the clock.

If you want accuracy...efficiency...economy and a permanent vacation from proofing problems...just specify Union-Air.



UNION-AIR
COOLING SYSTEM



WENDWAY
CONVEYOR



UNION-AIR
FERMENTATION SYSTEM



PLEASE MAIL FOR YOUR
FREE COPY

Please send me your illustrated folder on
Union-Air Proofing Systems.

Have your nearest representative contact
me at once re: Union-Air Proofing Systems.

Name _____

Company _____

Address _____

City, Zone, State _____



**UNION STEEL
PRODUCTS CO.**
ALBION, MICHIGAN

**PLEASE MAIL FOR YOUR
FREE COPY**

Please send me your illustrated folder on
Union-Air Proofing Systems.

Have your nearest representative contact
me at once re: Union-Air Proofing Systems.

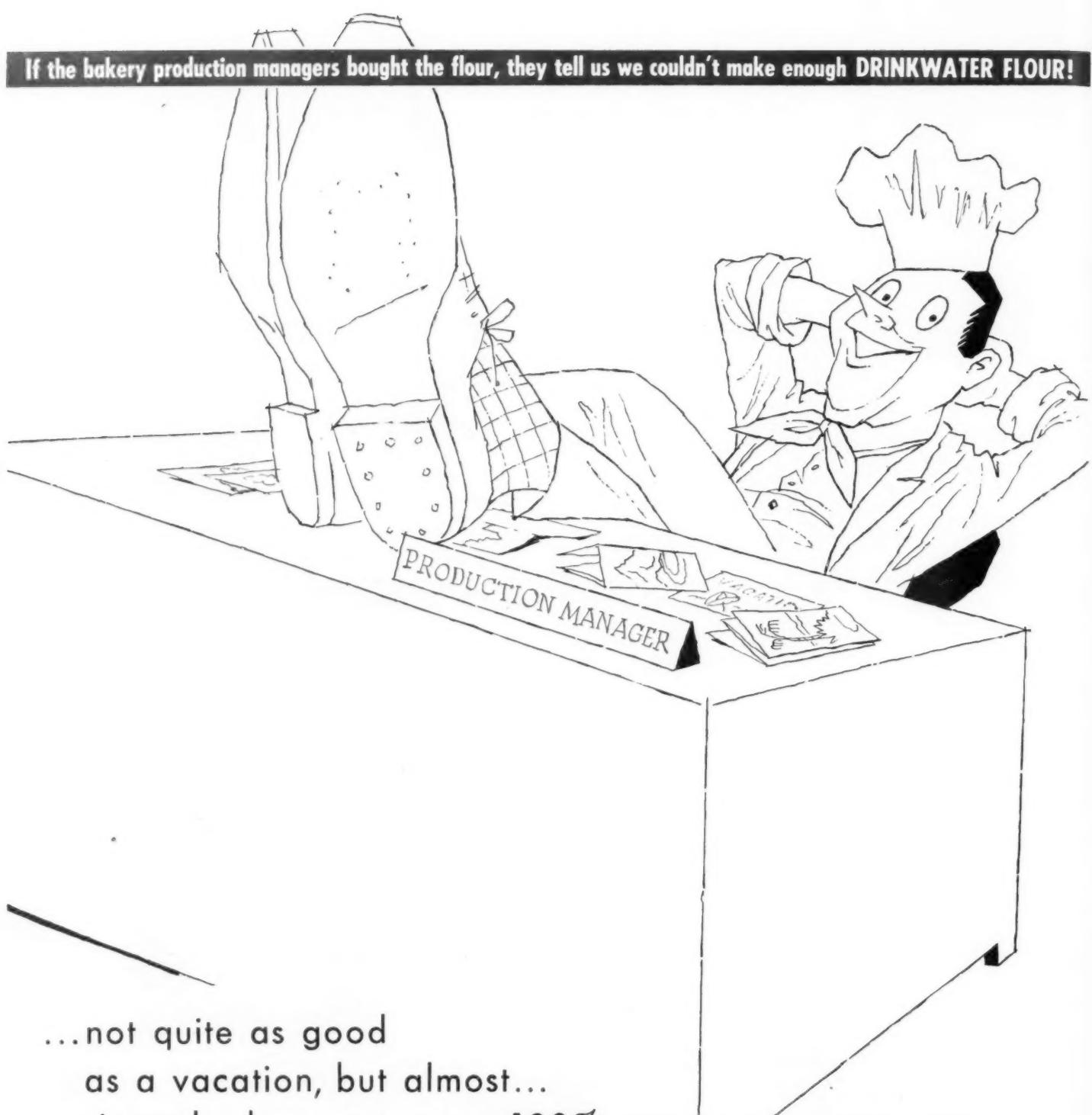
Name _____

Company _____

Address _____

City, Zone, State _____

If the bakery production managers bought the flour, they tell us we couldn't make enough DRINKWATER FLOUR!



...not quite as good
as a vacation, but almost...
since the boss put us on 100%

DRINKWATER FLOUR

There's no fussing and fretting...then waiting with wrinkles in your brow, hoping for no "cripples." It's easy to bake perfect brown loaves every time since we're using *all* Drinkwater.

MORTEN MILLING CO., DALLAS, TEXAS

Candled and cracked
fresh
near the farm...
Delivered to your
bakery as you
need them...

BUD Frozen Eggs
make your cakes
taste better...sell better.

BUD
BRAND
FROZEN EGG
PRODUCTS
GOLDEN SELECT
Distributed by
ANHEUSER-BUSCH, INC.
ST. LOUIS, MO., U.S.A.
NET WEIGHT 30 POUNDS

Bakery Official's Article Defines Leadership Traits

KANSAS CITY—An article pointing out that leadership fundamentally must have ability and character, likewise it must have judgment and stability, but most of all it must have, and does have, a closer understanding of people and their problems brought recognition to a Kansas City bakery safety and personnel executive from the Research Institute of

America.

The author is Frank J. Wirken, director of safety and personnel for Interstate Bakeries Corp., Kansas City, who was given the annual bronze medallion award of merit by the associate member division of the institute for his article, "Business Is People."

Mr. Wirken stated:

"Leadership, exemplified in the philosophy that 'Business Is People' keeps our company progressing, expanding, and ever reaching new heights.

"The employee must be welded into a team just as much, or more so than

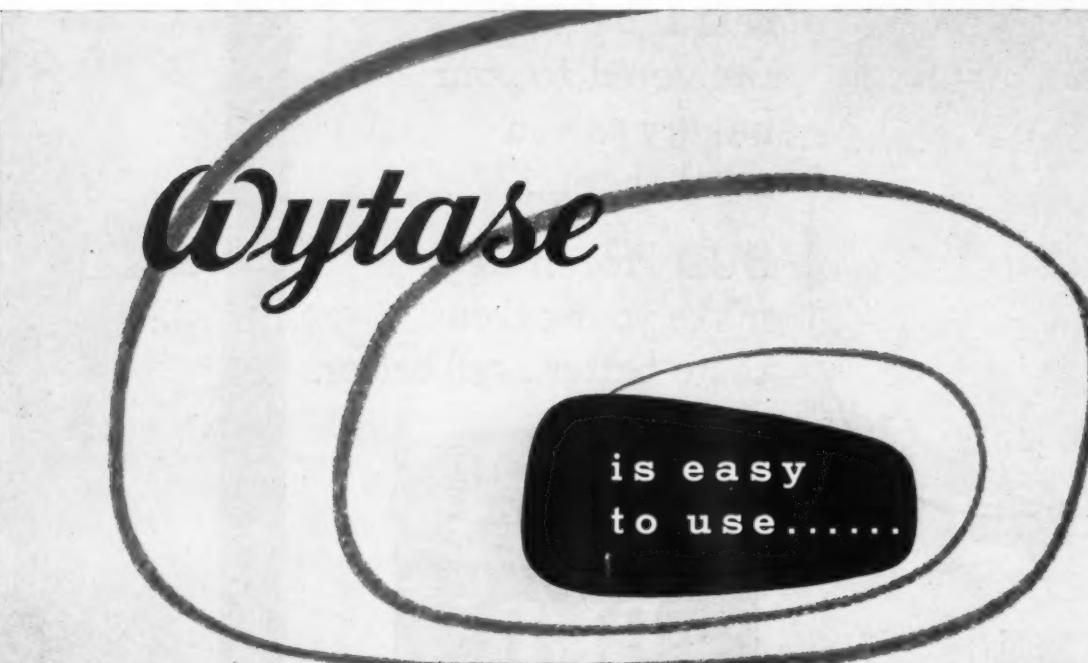
his superior, for on him rests the ultimate transaction. His attitude, his cooperation, his reception of policy, his whole self must blend to produce and sell the maximum. Here then is where associations, communications, and example paid off. In this atmosphere management could plan and progress unhampered.

"It is the function and responsibility of management in our company to learn first-hand the problems of these people. The hierarchy from the vice president to the general sales manager, to the plant and sales manager, to the sales supervisor ride routes regularly. It is this opportunity that af-



Arthur K. Jordan

CHAIRMAN — Arthur K. Jordan, president, Jordan Baking Co., Tacoma, Wash., is the newly-elected chairman of the City of Tacoma Planning Commission. Prior to assuming the chairmanship, Mr. Jordan served as secretary of the commission. He is also northwest governor of the American Bakers Assn. and a director of the Washington State Bakers Assn. During World War II, he was chairman of the supply division, Civilian Defense Corps. In the baking business 32 years, Mr. Jordan was instrumental in the establishment of seven bakeries while in the employ of others. In 1937 he founded the company which bears his name.



and NEVER CRITICAL

1. It gives tolerance to mixing.
2. It is easy to handle...use it dry on top of the flour in either sponge or dough.
3. Bread yield is larger.
4. Doughs are more pliable—they machine better.
5. The crumb is whiter—you can see the difference.
6. Bread is softer—you can feel the difference.
7. Bread has a lip smacking flavor—you reach for more.



Beautiful

WHITE BREAD

made with

Wytase
DOUGH WHITENER

REG. U.S. PAT. OFF.

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

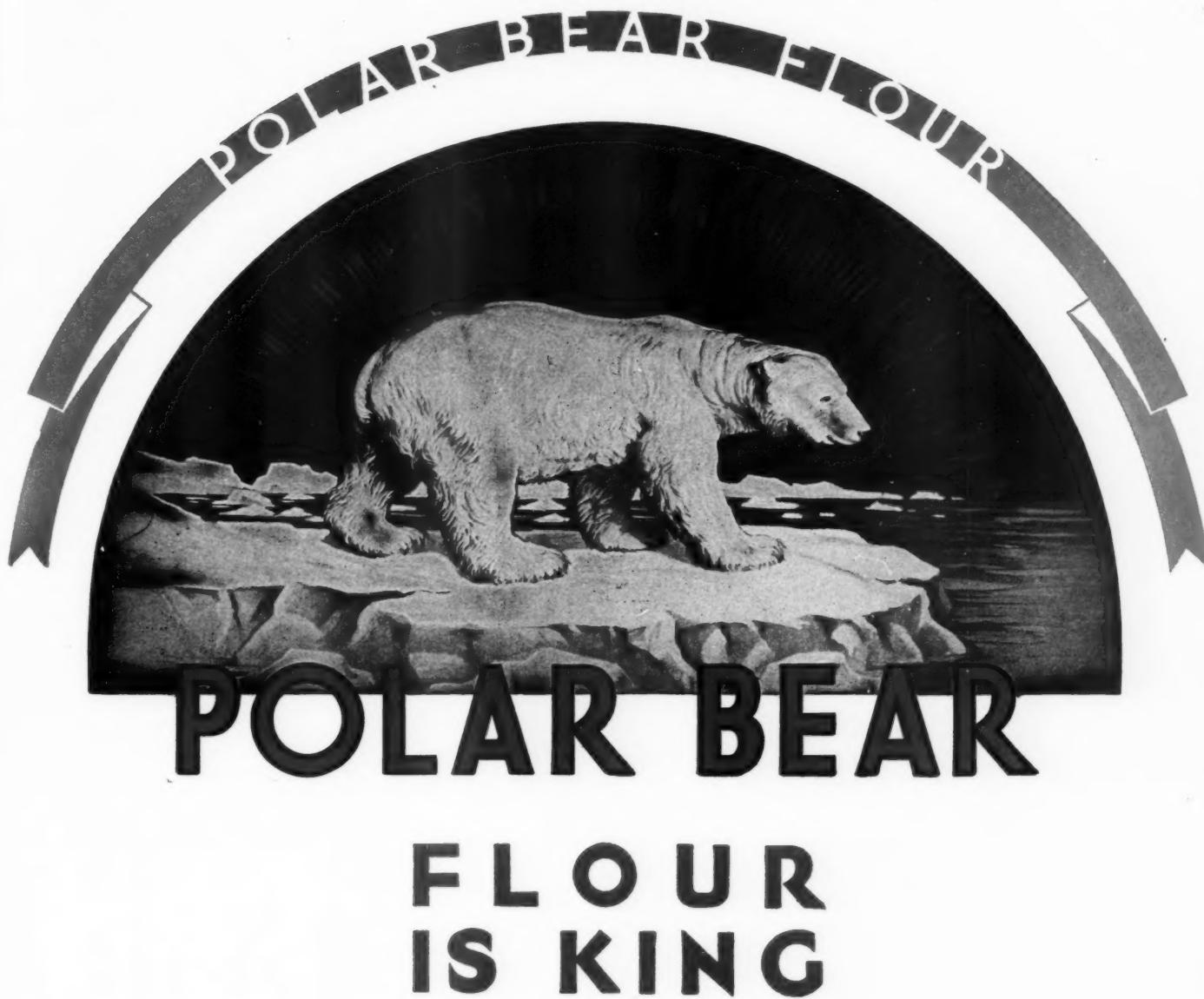


J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

"DIAMOND D"
A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein
wheat district of central western Kansas,
and secures most of its wheat
directly from growers.
RUSSELL MILLING CO., Russell, Kansas

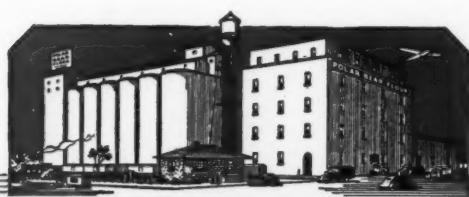
RUNCIMAN MILLING CO.
Successor to JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856



Once a baker realizes by baking experience how many extra values POLAR BEAR flour provides, nothing else will fully satisfy him. That's why POLAR BEAR's top quality has been building a group of satisfied customers for more than fifty years.

*Founded by
Andrew J. Hunt
1899*

*Ralph C. Sowden
President*



The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS

U.S. Bakers to Attend Hamburg Trade Exhibit

An official invitation has been extended to American bakers to attend the baking industry exhibition and convention in Hamburg, Germany, May 27-June 6, 1955.

The invitation is an outgrowth of a visit to the U.S. last year when representatives of the German baking industry were guests of the government. At that time Dr. Stallmann, managing director of the Master Baker's Guild of Hamburg, and other representatives of the Central Association of Master Bakers of Germany,

had an opportunity to see many American plants and renew many friendships.

The invitation was in the form of a letter, signed by H. Wulf, Master of the Guild, and by Dr. Stallmann, and addressed to the New York State Association of Manufacturing Retail Bakers, with the request that it be extended to other associations.

The committee, known as the "European Tour of American Bakers for 1955" includes:

Charles Vogel, president, New York State Association of Manufacturing Retail Bakers, and William T. Thie, president, Associated Retail

Bakers of America, honorary chairmen; John Benkert, Benkert's Bakery, Great Neck, L.I., past president of both organizations, executive chairman; Jack Stroell, president, United Master Bakers of Bronx and Manhattan, chairman; Henry Hoer, Hoer's Bakery, Bronx, N.Y., honorary president, New York State Assn., treasurer; Conrad Winterhoff, secretary, United Master Bakers of Bronx and Manhattan, assistant treasurer; Joseph Lettal, New York Merchant Bakers Mutual Fire Insurance Co., recording secretary, and Peter J. Braida, editor, American Independent Baker, public relations secretary.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-SIX YEARS



Jesse Mintus

C. J. Vaughan

Roman Meal Company Makes Staff Changes

CHICAGO—Jesse Mintus has joined the sales service staff of the bakery division of the Roman Meal Co., according to Fred Robinson, sales manager. Mr. Mintus will assist franchise holders in eastern U.S. Prior to joining the Roman Meal, Mr. Mintus was merchandising director for a New York advertising agency, and for several years was sales manager for a large New York wholesale bakery. His addition means a rearrangement of sales territory.

Charles J. Vaughan, who has been with the Roman Meal Co. for two years, will serve franchise holders in the south and west. Mr. Vaughan also has several years' experience in bakery advertising and sales management.

BREAD IS THE STAFF OF LIFE

FDA Ruling to Affect "Salt Free" Labeling

WASHINGTON—Bakeries making diet products will be required in the future to show on their bread labels the salt content per slice in "low salt" or "low sodium" loaves, according to the Food & Drug Administration. The FDA announced that the dietary foods labeling regulations under the Federal Food, Drug and Cosmetic Act have been amended to include this provision.

The new regulation will require the labels of "salt free" or "low sodium" food products for dietary use to declare their sodium content in milligrams of sodium per 100 grams of the food, and in an average serving of the food. The average serving is required to be expressed in such common terms as the number of slices, cookies, wafers, etc.

BREAD IS THE STAFF OF LIFE

Bakery Suppliers Set Meeting Dates

CHICAGO—The National Bakery Suppliers Assn. will conduct its annual meeting Oct. 13-15 in the Blackstone Hotel, Chicago, according to Jos. T. Shufitowski, Jos. T. Shufitowski Co., Chicago, chairman, industry-public relations committee.

The 1955 convention has been set up to tie in with the American Bakers Assn. convention and the Bakery Equipment Manufacturers Assn. exhibit in Atlantic City. The NBSA meetings will be Oct. 6-8, 1955, at the Shelburne Hotel, Atlantic City.



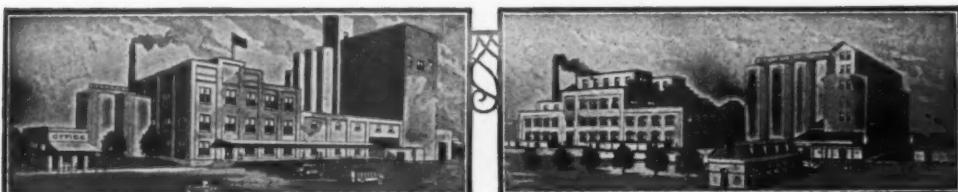
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

HUNTER continues to grow... We are adding another 1,000,000 bus. wheat storage unit to our plant in the heart of the hard winter wheat belt. Backed by careful wheat selection and ample storage, HUNTER flours are always right!

THE HUNTER MILLING CO.
WELLINGTON, KANSAS

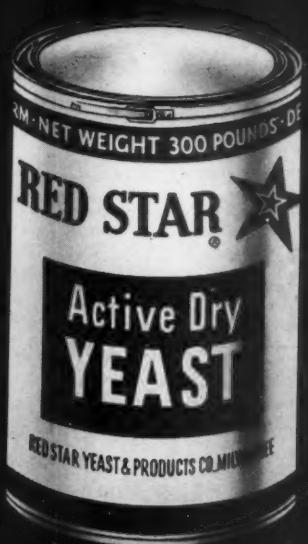


ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

Jim
Think we should
get the facts
from Red Star
Joe

The new standard
of fermentation...



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3587—Band Sharpener

Rapid sharpening of bread slicing blades without removing them from the machine or requiring the services of an expert is said to be a feature of the Gopher band edge sharpener recently produced by Gopher Grinders, Inc. The semi-automatic sharpener is designed to remove twist from the band at the points of sharpening and then apply ball-bearing mounted abrasive discs with equal pressure on both sides of the blade simultaneously. Spring loaded wheels supply a constant and exactly calculated amount of pressure, according to the manufacturer. Keen cutting edges can be maintained by applying the sharpener every three hours, from 5 to 10 seconds per band. In the photo the operator is bringing the unit up to sharpening position.

Mechanical operation applies the abrasives at the correct angles on each individual band, it is claimed, and a special trap has been provided which holds all of the abrasive breakdown and steel. The band also oper-

ates between two felt cleaning pads when abrasives are applied, wiping the band thoroughly before it goes up on the drum or through any of the guides. The sharpener is easily installed, says the manufacturer, and



a special design feature provides that the instrument cannot be applied to the bands unless it is in the correct

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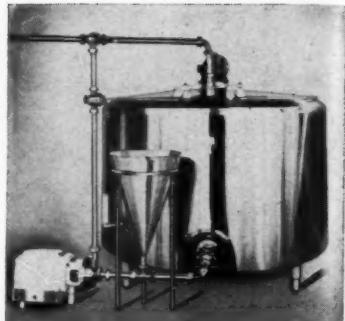
Reader Service Dept.

Minneapolis 1, Minn.

plane of angle. Before the daily slicing operation is begun, the sharpener is removed for rapid cleaning. A plant engineer can reset the sharpener in position, and thereafter the honing can be directed by regular employees. To secure additional information check No. 3587 on the coupon and drop it in the mail.

No. 3580—Wrapper Brochure

The American Machine & Foundry Company's bakery division has issued a brochure illustrating and describing the features and specifications of the AMF Micro model 30 wrapper. A medium-speed bread wrapper for medium production requirements, the machine can wrap up to 40 loaves per minute, the company states. The internal mechanism is high above the floor to permit ease of cleaning the chassis and surrounding area. The main sideframe surrounding the area below and adjacent to heating units is open to permit rapid heat escapement, the brochure states. Other features are a positive no-pinch loaf transfer, and improved paper supply, short, simple paper feed, tight and loose wrap control and refrigerated sealing. Copies of this two-color, four-page brochure may be obtained by checking No. 3580 on the coupon and mailing it.



mixing the ferment, sanitary pumps, tubing and fittings and ingrediators for dispersing dry materials with water. For bakeries wishing to prepare the stable ferment in advance for use the following day, the firm also provides MilKeeper or cylindrical storage tanks for cooling and holding the ferment.

The company states that while only a relatively small equipment change-over is needed for the stable ferment process, it is important that it be properly designed for the job it will be called upon to do. Full information may be obtained in Bulletin B-1201 by checking No. 3590 on the coupon and mailing it.

No. 3583—Chocolate Coater

Geveke & Co. has announced the introduction of two new models of Nielson chocolate and glaze coater. Features include unique bottoming device, adjustable blower unit and a patented take-off device. The take-off device discharges coated pieces of candy or baked goods on pre-cut sheets of paper of pre-determined lengths. These same sheets may be re-used. The machine is equipped with variable speed drives and electrical heaters—all separately adjustable. The coater is available in two models, the 7 in. portable model which has a daily output of about 400 lb. of coated pieces and the 12 in. junior model with an output of 800 lb., the company states. For more complete information check No. 3583 on the coupon and drop it in the mail.

No. 3594—Steam Units

Burkhart Engineering Associates, Inc., has available free literature and data on its product called, Consolidated Duo boilers, designed for bakery operation. The company states that water controls are set so that the exact amount of saturated steam can be closely controlled. The units can be used with modern or older type ovens, are automatic and may be fired with either gas or oil. Units may be set up to take care of 6 h.p. to over 100 h.p. Literature may be had by checking No. 3594 on the coupon and dropping it in the mail.

No. 3590—Bakery Equipment

The Creamery Package Manufacturing Co. has announced a line of equipment for use with the ADMI stable ferment process in bakeries. This process, developed by the American Dry Milk Institute, eliminates the sponge operation in the making of bread and rolls. The equipment offered by Creamery Package includes CP "Thermo-Mix" stainless steel tanks for heating, cooling and

No. 3593—Bread Wrapper

A new type of breadwrapping paper claimed to provide added strength and pliability plus improved machine-workability and reproduction of printed matter has been developed by Crown Zellerbach Corp. and its division, Western Waxed Paper. Called Preview, the new stock was produced after several years of laboratory work. The new mixture adheres to the surface of the stock as a smooth, uniform layer, the firm states. For additional details check No. 3593 on the coupon and mail it.

No. 3591—Icing Ingredient

A 21-page booklet, "Sorbitol in Confections and Other Foods," has recently been published by the Food Industry Division, Chemicals Department, Atlas Powder Co. The booklet describes the characteristics and properties of sorbitol of interest to food processors and shows under what conditions sorbitol can be used most advantageously.

Formulas illustrate sorbitol's use in foods such as whips for meringues, icings, candy fillings, etc. Also covered are sorbitol's uses in certain special dietary foods. For additional information check No. 3591 on the coupon and mail it.

No. 3588—Plant Maintenance

How-to-do-it charts based on actual in-plant maintenance procedures are a feature of the new "Plant Maintenance Cleaning Guide" recently published by Oakite Products, Inc. Designed for quick reference, the charts list recommended cleaning materials, method of application, concentrations and temperatures for such specific operations as cleaning, and treating the water in, air conditioning and refrigeration units; cleaning compressors and condensers; de-scaling diesel water jackets and water-cooled furnaces; cleaning floors, oil heaters and coolers, windows and light fixtures; controlling mold and odors; stripping paint from machinery and transformers; and re-

moving dust. The booklet also describes the firm's cleaning materials. Copies of this 12-page booklet are available free by checking No. 3588 on the coupon and mailing it.

No. 3589—Diet Pamphlet

"Overweight is caused by eating too much. It is not caused by any one food," states a new pamphlet, "What Makes People Fat?", issued by Sugar Information, Inc. "Cutting down in the total amount of food eaten is therefore the primary problem in reducing." Citing facts documented by the Department of Nutrition of Harvard University's School of Public Health, the pamphlet reports that healthy people get hungry when their blood sugar level is low. "Sugar raises the blood sugar level faster than any other common food," according to the pamphlet. "Hence, to keep from overeating, eat and drink the good foods and beverages that contain sugar. Taken before or between meals, sugar-containing foods or beverages reduce the appetite, make it easier to eat less of everything," the pamphlet states. Copies of the pamphlet can be obtained free by checking No. 3589 on the coupon and mailing it.

No. 3599—Wrapping Bulletin

Paisley Products, Inc., has available an eight page bulletin covering such subjects as "What Is Wrapping & Bundling," "Classification of Wrapping Methods," "Types of Wrapping Materials," "Selection of the Right Machine," and a description of typical wrapping and bundling methods used in various industries. A description of the most popular adhesives available for these operations is included in the bulletin, together with

an offer of a consulting service on this packaging system. Readers can obtain a copy of this technical service bulletin No. 25 by checking No. 3599 on the coupon and mailing it.

No. 3592—Sheet Pans

As part of its expansion program to broaden its line of pans, McClintock Manufacturing Co. has announced six new models of bun and display pans. McClintock sheet pans, 18 in. x 26 in. x 1 in. size, are drawn seamless. Heavy gauge wire is placed in tightly closed rims for reinforcement. They are flared to nest when



empty. Three models of different surface finishes are available in heavy gauge, high strength aluminum alloy. Two models are made of economy priced tin plate and one model is made of polished blue steel. These pans can be used for baking, broiling, serving or storing foods. Complete product data and pricing information is available by checking No. 3592 on the coupon and dropping it in the mail.

No. 3598—Icing Base

The S. Gumpert Co., Inc., after intensive research, has announced a chocolate fudge base which is said to eliminate bowl knife drag and variable fudge consistency. The product is called VP-new process chocolate F.U.J.

The firm states that there is no separation of fats in the container,

and in either summer or winter the F.U.J. will have the same consistency in the pail. The flavor of the product has been improved, it is stated. The 54% chocolate liquor and the 24% Dutch process cocoas are distributed evenly throughout the base. For further information about this product check No. 3598 on the coupon and mail it.

No. 3596—Labels

The Avery Adhesive Label Corp. has announced the availability of literature on the use of its labels on

re-usable cartons. The results of tests made at Richter's Bakery, San Antonio, with these labels will be provided upon request. Richter now uses five plain labels shaped to code the contents of the cartons, Avery states. For more complete information check No. 3596 on the coupon and drop it in the mail.

No. 3595—Freezer

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feature of a new 27 cu. ft. upright freezer produced by Nor-Lake, Inc. Designated the model 27X, the unit is constructed of heavy gauge cold rolled steel, with interior liner and shelves made of aluminum. Each shelf and top is coiled with copper tubing. High density Fiberglas insulation is installed throughout the cabinet, 4 in. thick on the bottom and door and 3½ in. thick elsewhere. A heater strip has been installed around the door opening to prevent sweating, maintaining long-lasting economy of operation, according to the manufacturer. All hardware is chrome plated and the cabinet is finished in white, high baked enamel. Dimensions of the freezer are: height—71½ in.; width—

49 in.; depth—28½ in. For additional information and prices check No. 3595 on the coupon and mail it.

No. 4015—Leavening Agents Booklet

Information on the use of phosphate leavening agents in prepared mixes, self-rising flour and doughnuts is included in a new booklet published by the inorganic chemicals division of the Monsanto Chemical Co. Outlined in the booklet are the history of leavening, chemical reactions which take place during baking and technical data on Monsanto's line of leavening agents. The com-

pany's products for the milling, prepared mix and baking fields include Py-ran, a coated anhydrous monocalcium phosphate; monocalcium phosphate monohydrate, and two forms of sodium acid pyrophosphate. Copies of the booklet may be obtained by checking No. 4015 on the coupon and mailing it.

No. 3597—Roll Buttering Machine

A new roll buttering machine that cuts wasteful greasing of pans and improves roll flavor by automatically butter-coating rolls before baking, is described in a new bulletin released

by the R. G. White Engineering Co. The new machine lightly coats rolls with liquefied butter as they are fed in from the moulder. Butter is kept in a liquid state by means of thermostatically controlled heaters. The unit is constructed of sanitary aluminum and stainless steel. To secure the bulletin check No. 3597 on the coupon and mail it.

No. 3577—Display Unit

Ad-Color Photo Corp. has introduced a display unit, called by the trade name, Ad-Around. Resembling a table lamp, the unit is finished in grey hammertone, weighs less than 3½ lb., stands 13 in. high and can be adjusted to any height. A permanently sealed electric motor rotates the lamp four times a minute while illuminated and uses four 8x10 in. or two 8x20 in. full-color transparent pictures of the product to be merchandised. Product packages may be displayed on the center of the top of the lamp. For more complete details check No. 3577 on the coupon and drop it in the mail.

Also Available

The following new products and services have been described in detail in recent issues of this publication. Information about them still may be obtained. Jot the appropriate number or numbers on the accompanying coupon and drop it in the mail.

No. 3566 — Lithographic designs, Olive Can Co.

No. 3567 — Icing ingredients, Mallet & Company, Inc.

No. 3568 — Public relations films, Gilbert Altschul Productions.

No. 3569 — Cleaning compound, Oakite Products, Inc.

No. 3570 — Oven thermometer, Bristol Co.

No. 3572 — Refrigerator, Friedrich Refrigerators, Inc.

No. 3573 — Flavor catalog, Magnus, Mabee & Reynard, Inc.

No. 3575 — Cellophane use information, Sylvania Division, American Viscose Corp.

No. 3576 — Temperature control bulletin, Burling Instrument Co.

No. 3578 — Brochure on sales ideas, Cappel, MacDonald & Co.

No. 3579 — Laminate, Cheslam Corp., Division of Chester Packaging Products Corp.

No. 3581 — Doughnut fryers, J. C. Pitman & Sons, Inc.

No. 3582 — Storage bins, Day Co.

No. 3584 — Prefolded paper box, Handy Box Co.

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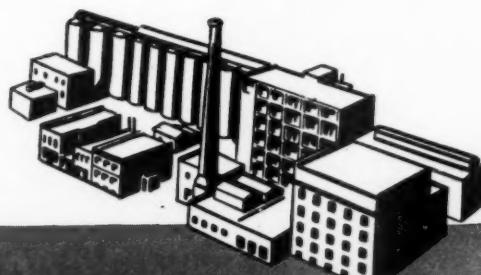
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THE STATUS OF BULK FLOUR HANDLING

(Continued from page 20)

handled in the flour warehouse by means of a fork lift truck or on occasion through the use of a walk-away lift. If ceiling height permits, Totes can be stacked one on top of the other. It is claimed that a thousand cwt., for example, of flour stored in Tote Bins will require some 15% less floor space than would be necessary for the same weight of flour packed in sacks.

An unloading device called a Tote Tilt is required for emptying the Tote Bins. Normally, two of these pieces of equipment, costing \$2,500 each, are required. Tote Bins can be unloaded by gravity into a flour hopper equipped either with screw conveyors or into bins set up for air flow either through suction or pressure. The Totes are tilted on the Tote Tilts either pneumatically or can be handled mechanically by means of a chain hook.

Another system of flour handling involves the use of the so-called Bulk Pak Bins. Such a system employs a collapsible fibreboard bin, approximately 5 ft. high and 3 ft. square. The bin proper is mounted on a wood pallet and is supported by 1 by 6 inch strips of wood on each face, with further a wooden crosspiece on the top. The box has a bottom and top cover sealed by gummed tape and is held together by flat metal strapping. To the moment, the use of Bulk Pak Bins has been confined to the West Coast. The system was engineered prior to the development of the Airslide car.

Bulk Pak Bins can be handled with a fork-lift truck as is used for the Tote Bin, and the boxes tipped over in an emptying device for discharge by gravity into the flour blender hopper.

After emptying, the bins are collapsed through folding the corrugated cardboard sides and the wooden side pieces and pallet are separated and the component parts are stacked for later return to the supplying mill.

There is some question as to the trip life of such a type of container. It is the general practice for the packing mill to make a flat service charge per container per trip, and the consignee pays the freight on the bins both ways.

Storage bins offer a very convenient means of storing flour in bulk at the bakery. This is a very practical method but represents a major capital investment for a permanent installation. It has been our experience that the most practical size bin is one of some 400 cwt. When larger size units are employed, there is the continuing danger of bridging of the flour over the discharge spouts. Inside metal bins need not be insulated but will represent a cost of from \$10 to \$12 per cwt. of capacity.

Some establishments do not have the plant room to install bulk bins, and have turned to "outside" bins built on property adjoining the bakery. Such bins have been constructed of metal and also of concrete. These bins can be exposed to weather with no building protection, but of course must be built completely weather-tight. It has been our own experience that the most satisfactory "outside" flour bin construction is a square concrete bin surrounded by an outer concrete shell which supplies an insulating air space. This type of construction eliminates any possibility of condensation

within the bin itself. It is necessary to treat the inside surface of such concrete bins, as a protection against scaling.

Our experience has shown very little danger of condensation, irrespective of climatic conditions, if relatively cold flour is unloaded from a bulk car or a bulk truck into an outside uninsulated metal bin. Under some conditions, however, it may be necessary to wrap such outside round metal bins with an insulating material to insure complete protection against condensation.

Every installation of bulk handling of flour introduces engineering problems of various degrees of complexity and is influenced by whether bulk flour is delivered to the consignee by bulk car or by bulk truck, and whether or not the bakery is or is not located on a car siding.

Until recently, equipment to handle the movement of flour from bulk cars into bulk bins or Tote Bins within the bakery, have been rather complicated and expensive. Very recently, a new approach has been engineered, employing a combination of a semi-portable aluminum screw conveyor and screw elevator. This equipment is adaptable for attachment to an Airslide car either at the bakery unloading dock or at a railway siding or a public railway freight dock. The design is light in weight, but must be housed in some sort of a shelter for protection. The entire equipment, including an electric motor for operation, can now be purchased for approximately \$3,000.

More refined, but far more costly, mechanical devices for unloading Airslide cars are also available, and certain of these permits a faster unloading of the flour. Other systems, too, employ either air pressure or vacuum. The use of air allows probably a more effortless handling of bulk flour and, with, too, a minimum of manpower hours. Air equipment, however, is comparatively expensive. In many installations, it is necessary to have one air system for car unloading and another air system to transfer flour from the bakery bulk bins into the flour blender hopper; otherwise, it would not be possible to unload a bulk car while flour is being moved out of plant bulk storage into the blender hoppers ahead of the mixers.

The simplest method of bulk unloading is to empty the Airslide car

by gravity into a hopper installed between the tracks under the car and feeding directly into a screw conveyor. This system is not practical unless the Airslide car can be unloaded under shelter, and even then protective measures, such as a telescoping hopper, must be employed in order to prevent contamination of the flour as it falls into the hopper during the unloading process.

A very practical and inexpensive bulk flour system involves the delivery of flour by Airslide car to the bakery siding; the unloading of the car through the newly-developed semi-portable screw conveyor-screw elevator equipment into Tote boxes packed on the bakery unloading dock or stocked within the bakery. If the bakery is not located on a siding, it is quite practical to unload an Airslide car out directly into empty Tote boxes loaded onto a motor truck. After filling the Totes, the truck delivers the Totes to the bakery, unloads, picks up an equal number of empties, and returns to the track site for reloading, etc.

There are several installations now in use that employ a pipe-line delivery of flour from a siding to the bakery. Such a system eliminates the unloading of the car into Totes or into a bulk truck and transportation and unloading again at the bakery. The flour is simply discharged by air pressure from the Airslide or Transflo car into the pipe-line system and the flour flows much like water into the plant. Such a method is very convenient and simple in operation, but does involve a major capital investment.

Every interested baker will naturally ask two questions about bulk shipments and handling of flour. The first one is, how much will it cost? and the second one, what are the economies?

The cost of equipping a plant to handle and use bulk flour can be estimated to a reasonable degree of accuracy, but many of the factors that can contribute savings are intangible and will differ with each individual bakery installation.

It can be rather safely stated that at the present time the gross savings should amount to at least 20¢ per sack. The savings on sacks will, as of now, contribute 11¢ of this amount. A further saving in flour wastage of approximately 1½¢ per sack is fairly stable. Additional savings should be expected from a reduction in car unloading costs, elimination of broken sacks, handling of claims, a lowered cost of warehousing the flour, possibility of inventory savings, immediate



Nelson Austin

REPRESENTATIVE — Jerome H. Debs, president of Chicago Metallic Manufacturing Co., Chicago, has announced the appointment of Nelson Austin, of the A. N. Austin Co., 184 N. Remington Road, Columbus, Ohio, as the Chicago Metallic sales representative in Ohio (excluding the Cleveland area), Michigan and West Virginia. Nels Austin has been associated with the baking industry all of his life. He spent 21 years in the manufacturing end of the business, and 10 years in selling heavy equipment and ovens, the last 8 years in the Ohio area. William E. Adelhelm of Platt & Co., 2000 W. 14th St., Cleveland 13, Ohio, will continue to represent Chicago Metallic in the Cleveland area as he has been doing in the past.

improved plant sanitation, lowered housekeeping costs, and a measurably improved uniformity of moisture level of the flour which will reflect itself in stabilized absorption in the doughs.

BREAD IS THE STAFF OF LIFE

Swift Switch

ST. PAUL, MINN. — J. A. Becker, formerly on the staff of the Chicago research laboratory of Swift & Co., has been assigned as bakery technical service man working with the refinery department of the company with headquarters in South St. Paul. Mr. Becker will offer technical assistance to bakery customers in seven states.



COMPANY OFFICERS NAMED — Left to right in the picture panel are Harvey E. Yantis, Milton B. Kihlstrom, Wilfred E. Lingren, Paul L. Ditemore and George W. Potts, who were given new executive responsibilities at the annual meeting and staff conference of the Miller Publishing Co., held recently in the firm's new plant and office building at 2501 Wayzata Blvd., Minneapolis. Mr. Yantis was elected to a vice presidency, Mr. Kihlstrom was elected secretary, Mr. Lingren was made a

director, and Mr. Ditemore and Mr. Potts were appointed co-managers of the company's eastern branch office with headquarters in New York City. H. J. Patridge was re-elected president and Carroll K. Michener was re-elected vice president. In addition to the officers, re-elected directors are Martin E. Newell, manager of the southwestern branch office at Kansas City, and Don E. Rogers, manager of the central states branch office at Chicago.

Management for Profit

. . . from page 17

One of the most disturbing aspects of invisible loss is that which comes from theft by employees. A large variety bakery found that a cake foreman, allowed to receive eggs, had colluded with the delivery man, signing for more cans of eggs than were actually received. He had covered this up by adding eggs to the mixing sheets and deceiving the office into believing that the eggs were actually being used. It was discovered only when an outside expert noted that the cake mixes were apparently overbalanced on egg content. This form of loss, however, was doubly difficult, for it did not show up on the monthly report of invisible loss.

In a busy bakery, it seems, there is continual pressure to by-pass established procedures. The expensive ingredients may be duly locked up in a wire cage, available only to chosen employees by application to the stock clerk, but unforeseen events intervene. The clerk may begin to leave the door unlocked during his lunch hour, so that production will not be held up for lack of a vital material, and he soon finds it convenient to leave it unlocked the rest of the afternoon. Or, he is on a 5-day week, so he issues out a double amount of materials for consumption during his day off. Soon the carefully arranged checks and controls have vanished and the door is left open permanently. Worst of all, it seems, the office or the manager of the company is usually the last to perceive that a gaping hole has appeared in its defenses.

Another form of the misuse of materials, just as costly, is scaling loss. It may come in the form of poor scaling of raw ingredients at the mixer, or in careless weighing at the divider or the bench. Inaccurate weights at the mixer may be more than costly—they may even depress the quality of the product and destroy uniformity. This is also true at the divider, with the added hazard of rendering the employer vulnerable to the law respecting short weights. In all cases, the manager should insist upon a regular inspection of the scales, possibly by an expert from outside, to insure that the mechanical side of the weighing is above approach.

Attitude Important

An equal factor, however, is the attitude of the employees entrusted with the duty of scaling. Unless adequate publicity and pressure is directed toward scaling accuracy by the management, the shop approach may become dangerously casual. "Out of sight, out of mind" is a truism that is all too familiar in shops where employees are not confronted with daily evidence of their scaling accuracy.

Many shops find that they can prod workers into vigilance by using a blackboard to post the scaling losses of each day's production. This can be doubled in its effectiveness if the losses or gains are also translated into dollar cost to the company by multiplying the pounds of dough by the cost per pound. Apathy among employees is often partly the management's fault for failing to supply information. A daily contest with their previous achievements can make work much more interesting and worthwhile to workers.

In the use of more expensive ingredients, such as nuts, jellies and

toppings, the premium on good control is even greater. Many employers have checked rising material costs by weighing out the required amounts of jellies, etc., enough for the day, before production starts. This allows the bakers to have visual proof, as work progresses, of their accuracy. Dusting flour and pan greases are particularly susceptible to this type of control. The daily report that the manager scans each morning, however, is important. Without it, these losses or gains can balloon up into dimensions that take weeks of strenuous effort to reduce.

This relentless battle with ingredient control problems is vital because it is the basis for the prices the management must charge for its products. Few sane business men would price a product for sale below cost. Often the pressure of competition forces the management to be content with a very narrow profit. Once the price is set, however, it freezes the amount of materials and labor that can go into the product. Any slight decline in scaling accuracy can erase the profit overnight.

Allowing for Loss

Normally, as shown in one of our illustrations, accountants add a fixed percentage to the listed ingredients for cost purposes, to cover the expected invisible loss of materials from storage. In our example we added 2%, a high figure to cover any expected range of variance. The same practice is followed in estimating the amounts of dusting flour and pan grease that might be used in the manufacture of any product. Experience has shown that specialty products, such as cloverleaf rolls and other products not usually machined, tend to be less controllable in scaling, dusting and greasing than bread. Hence it is better to be liberal in estimating the cost.

When such figures are exceeded in daily consumption, therefore, the manager may find that the price of any product depends upon more than just material cost, as shown in our illustration of a typical cost ticket. Items on which a substantial labor cost is shown must, necessarily, balance that expense with a lower material cost. Too frequently, however, bakers tend to figure their costs once a year, usually just after a new labor contract has been negotiated. Unfortunately, the prices of purchased materials are renegotiated daily. It would seem then that the baker might profitably compute material costs for each product monthly, lest a high volume, low-profit item slip quietly into the unprofitable bracket and remain undetected.

The accompanying illustration (Sales-Material Cost Analysis) gives the manager a quick view of the trend of ingredient cost in his products and the sales of each item. Those who are wont to doubt the intelligence of the consumer often get a shock when they find that the least profitable products, in other words, the best bargains, often command the best volume. Bakers should not have to wait until the customer's eagerness to buy makes them wonder if too much is being given for the money received.

Needless to say, the manager should also assure himself, from time to time, that his costing department

FORMULA COST SHEET

Ingredient	Date of Change 11-3-48			Date of Change				
	%	Pounds	Lb. Cost	Ext.	%	Pounds	Lb. Cost	Ext.
Patent Flour		300	.0550	160000				
Water		177	-	-				
Yeast		8	.16	12800				
Yeast Food		6	.085	519				
Sugar		20	.085	17000				
Malt		2	.2200	4400				
Lard		14	.2450	34300				
Salt		1-14	.0125	0234				
Milk		18	.1450	26100				
		541-4		260153				
Invisible Loss 2.00%								
Dusting Flour .88%		4-12	.0550	2613				
Pan Grease .55 %		3-15	.2500	9844				
Cost Per Pound .0513			.0513	277813				
Scaling Weight 16 oz.								
Scaled		1	.0513	.0513				
Selling Price \$1.19								
Material Cost 27%								
Danger Point: White								
Other Information: 34% Item: Cloverleaf Rolls Index No. _____								

SALES-MATERIAL COST ANALYSIS

SALES-MATERIAL COST ANALYSIS						
Product	June		July		August	
	Sales	Material %	Sales	Material %	Sales	Material %
1# White Bread	\$ 748.50	41.62	\$ 720.41	40.16		
1# Rye Bread	221.60	36.17	292.16	36.05		
1# Graham Bread	247.84	38.42	201.14	33.14		
Date Loaf	78.64	33.06	142.80	41.17		
Jelly Doughnut	198.60	42.16	322.70	40.02		
Pineapple Snails	346.75	38.43	416.41	36.41		
White Cloverleaf	415.90	27.00	275.90	26.80		
Tea Biscuits	84.81	26.40	162.14	24.16		
Danish Rolls	319.40	37.17	198.22	40.11		
Apricot Coffee Cake	216.19	34.14	287.16	39.12		
Plain Doughnuts	424.17	42.18	482.71	40.16		
Sugar Doughnuts	186.19	44.42	314.16	43.17		
Glazed Doughnuts	376.41	40.12	318.12	39.17		
Sunshine Cakes			196.22	41.40		
White Layer	141.64	37.22	149.72	38.41		
Loaf Cakes	98.22	36.14			341.16	34.16
Coney Buns						
Total	\$4,105.16		\$4,821.13			

COST TICKET

COST TICKET		
Variety White Cloverleaf Roll	Scaling Weight 16 oz.	Date
Material Cost: 200 units produced x .0513 cost from Formula Sheet	\$10.26	
Labor Cost: (taken from time study sheets)	7.60	
Overhead Burden: 270 minutes @ .0200 cost per minute	5.40	
Wrapping Labor	1.14	
Wrapping Supplies	1.52	
Selling and Delivery Cost: 25.00% net sales value	9.50	
Total Cost	\$35.42	
Production		
No. of Units Produced 200 @ 19 Selling Price	38.00	
Less: Allowance for Loss on Stales, Cripples, etc. 20.00 % of Sales Value	.19	
Net Sales Value	37.81	
Less: Total Cost (from below)	35.42	
Net Profit or Loss	2.39	
Profit and Loss		
Total Production	\$38.00	100.00
Loss on Stale, Cripples, etc.	19	50
Material Cost	10.26	27.00
Labor Cost	7.60	20.00
Overhead Burden	5.40	14.21
Wrapping Labor Cost	1.14	3.00
Wrapping Supplies Cost	1.52	4.00
Selling & Delivery Cost	9.50	25.00
Total Cost	35.61	93.71
Net Profit	2.39	6.29

is alert. Formulas and scaling weights change frequently in these times, for good and sufficient reasons. Unless a special point of it is made, however, the cost department may simply refigure old cost tickets, using new ingredient prices, without bothering to ascertain if the old procedures are still in vogue.

Among cost factors that vary unpredictably, the one with the greatest potential for danger lies in frying fat. Fat absorption has been known to advance by 50% without any perceptible change in the eating quality of the donut. Such an increase in cost, of course, is fatal to profit. Consequently a daily check of the consumption of grease in the fryers should be made so that the ounces of fat per dozen donuts can be computed. If the cake donuts should show a sudden increase in fat, mixing times, temperatures of mixes and of fat, and the frying time should be investigated. Any of these factors might influence fat consumption. A similar study should be made of yeast raised products, with the added precaution of checking the temperatures in the fermentation room and the proof box. Competition is so keen in this field of the baking business, and donut prices are so closely held, that there is little room for slippage.

Saving on Wrapping Costs

In recent years it has been the custom to isolate wrapping material costs from consideration of ingredient costs. This is logical, in a way, for the subject is big enough to merit individual study. Yet, should a bakery manager be seeking one single cost factor to improve quickly, he can always turn to wrapping paper with confidence. This is because the product is rarely rationed out to machine operators and use of it is almost never standardized. The mere reduction of overlap from an inch and a half down to an inch, on large volume loaves, can pay the machine operator's salary twice over. The reduction of crippled loaves and rewraps, by careful adjustment, can mean many easy dollars in the profit column. A monthly computation of the paper used against the loaves wrapped can result in definite standards that enable the manager to check the wrapping machine operator's efficiency.

The reuse of corrugated cartons, where used, can be measured also on a monthly basis, although route supervisors should be instructed to keep route men on the alert to retrieve all boxes from customers. Contests, with rewards for bringing back large numbers of boxes, do not usually work out in practicality. They seem to result in mysterious disappearances of boxes from one truck to another. They also encourage the route man to return dirty, unusable cartons to the bakery, where they constitute a source of infestation until discovered.

Careful design of corrugated boxes will insure their maximum carrying capacity. All too frequently it will be discovered, after a supply of cartons has been received, that the size is ideal for some of the bakeries products and totally useless for others. If a compromise can be reached in the original design, so that the box will fit all products, only one size need be ordered, with consequent savings. This same principle, of course, applies to trays and other wrapping materials.

One of the duties of the manager, not easily or wisely delegated, is that chore of taking inventory. Since this must be performed on a monthly or four-week basis, it often degenerates into a task that no one wants.

Yet, its accuracy has a great deal to do with material control and with the profit of the plant. An error in taking the count of shortening barrels, for example, may delude the management into assuming either an unreal profit or a sickening loss in the doughnut department. Worse yet, it may conceal an actual disappearance of materials into illegal channels.

Two or three people should take the inventory simultaneously, preferably the manager, the inventory clerk and some other person from the office. Their independent counts should turn up any discrepancy, particularly when checked against the perpetual inventory book and the totals of the mixing sheets. Partially filled barrels should be WEIGHED, not kicked gently or tilted lazily for the purpose of estimating the contents. Any alarming difference or loss of materials should be the signal for a thorough investigation, no matter how much time is consumed in the process.

One of the factors of good management is energy, lots of it, intelligently applied. In a larger plant, where abundant supervision is available, the manager may be able to direct much of the operations from his desk. In smaller plants, however, he must roam all departments at frequent intervals, enforcing the rules he has so carefully laid down. In either case, the success of the company hangs upon the extent to which he can impress his goals upon his subordinates. If he is content with mediocrity, they will aspire to no more. If he is a perfectionist, always demanding, they will be dragged up to a higher level than they might seek otherwise. He is the length and shadow of the company, the substance of its ambitions.

That is why he must communicate his concern with invisible losses, with scaling losses or gains, with spoilage and spillage, to the employees promptly. Let the inefficiency run for a few months unchecked, and it becomes the accepted pattern of behavior, all that the company has ever asked of the workers. When management suddenly reforms, the workers are disturbed and anxious. They protest this sudden increase in their work, demanded without additional pay. Yet, if the manager has asked, daily, the same high level of attainment, they see nothing odd or unfair in his continuing to demand the same.

It can be done best by word of mouth, for the manager's facial expressions and gestures help to convey sincerity. It can also be communicated in bulletins by the time clock, by letters to employee's homes, and by meetings. In all cases, the story of the manager can be authenticated and driven home if he can point to other plants who have done better. That is why the Cost Report, comparing performance with other bakeries, makes an invaluable additional tool.

BREAD IS THE STAFF OF LIFE

Super Market Institute To Meet in Cleveland

CLEVELAND—Super Market Institute will hold its 18th annual convention at the Cleveland Public Auditorium, May 1-4, 1955, it was announced by Don Parsons, executive director.

The convention was formerly held on the Decoration Day weekend but a change is being effected for 1955 with the cooperation of auditorium officials of Cleveland and the National Association of Retail Grocers of the United States, which traditionally meets in early June.

FORMULAS FOR PROFIT

(Continued from page 19)

top of the iced cakes and then sprinkle walnut pieces on top.

ORANGE SPONGE CAKES

Beat until frothy:

1 lb. egg yolks
1 oz salt

Add slowly and continue beating:

1 lb. 4 oz. orange juice
6 oz. lemon juice
1/2 oz. grated orange rind

Then add gradually:

3 lb. 12 oz. granulated sugar
Beat until the mixture holds a soft crease.

Then add and fold in:

1 lb. 10 oz. egg whites which have been beaten stiff

Sift together, add and fold in carefully:

2 lb. 8 oz. cake flour
1 oz. soda

Be careful not to overmix. Deposit into pans of desired size and bake at about 380-390° F. After baking and when cooled, ice and fill the cakes as desired.

ALMOND SPONGE CAKES

Beat until light:

3 lb. yolks
2 lb. sugar
1 1/4 oz. salt

Then beat light:

4 lb. egg whites
1 lb. 8 oz. sugar

Carefully fold the beaten egg white mixture into the beaten yolks

Sieve and fold in carefully:

2 lb. good cake flour

Then fold in:

2 lb. fine sliced almonds

Bake at about 380° F. When baked and cool, fill and ice with the following butter cream icing. Sprinkle sliced or chopped almonds on the top and sides.

Butter Cream Icing

Mix together:

1 pt. whole eggs or egg whites

Add slowly:

5 lb. powdered sugar

Add:

2 lb. butter
2 lb. hydrogenated shortening
1/2 oz. salt (variable)
Vanilla to suit

For a fluffy icing containing fruit or jams, add 14-16 oz. evaporated milk.

BOILED ICING

Boil to 240-242° F.:

5 lb. granulated sugar
1 lb. invert syrup or honey
3/4 qt. water

When the desired temperature has been reached, pour this gradually into the following beaten mass and continue beating:

1 qt. egg whites
1/2 oz. salt
1 lb. granulated sugar

Then add:

1/2 oz. gelatine, dissolved in a little warm water

Continue beating until nearly cool and then add vanilla to suit.

Then mix in:

1 lb. powdered sugar

Chocolate Icing

Mix together:

2 lb. 8 oz. powdered sugar
4 oz. corn syrup
1/8 oz. salt
Vanilla to suit

Add:

8 oz. lukewarm water

Mix in:

6 oz. melted bitter chocolate

Stir in:

2 oz. melted butter

Keep this icing in a warm water bath so that it will pour readily.

BUTTER SPONGE CAKES

Beat until light:

6 lb. sugar
2 lb. 8 oz. whole eggs
8 oz. yolks
1/2 oz. salt

Sift together and fold in carefully:

6 lb. cake flour

2 1/2 oz. baking powder

Then add carefully, heated to about 180° F.:

2 lb. butter

4 lb. milk

Vanilla flavor to suit

Bake in layers at about 375-400° F. When the cakes are baked and cooled, ice and fill as desired.

BREAD IS THE STAFF OF LIFE

W. F. Nicholson Joins Ekco Foil Division

CHICAGO — The appointment of William F. Nicholson as New England sales representative for the Industrial Foil Container division of Ekco Products Co. was announced recently.

Lloyd W. Sichel, vice president in charge of Ekco's container division, said Mr. Nicholson has been assigned the territories of Massachusetts, Vermont, Maine, New Hampshire, Rhode Island, and Connecticut, with headquarters in Boston.

Mr. Nicholson formerly was sales manager of the Mid-City Uniform Cap Co., Chicago. He was also in the sales division of the Container Corporation of America. During World War II, he was a major in the U.S. Marine Corps. In the Korean war he was executive officer of Marine Corps headquarters in Washington. He is a graduate of Northeastern University, Boston.

BREAD IS THE STAFF OF LIFE

Baking Plant Sold

ALBANY—The former main plant of A. Hagaman & Co., Inc., bakers, at 875-879 Madison Ave., has been sold to an Albany realtor. The company, which was taken over by the Cross Baking Co., Montpelier, Vt., distributor of Betsy Ross baked goods, in 1953, now operates the plant at 300 Delaware Ave., Delmar, Albany suburb. It absorbed the Dempf's Bakery business there and leased the more up-to-date plant.

The Cross company acquired the stock of the Hagaman firm from the Hagaman Estates, after the death of the last surviving member of the Hagaman family, Charles A. Hagaman. The officers of the new local company, which still retains the Hagaman name, are G. Lansdale Edson, Montpelier, president; Raymond Bumgardner, Montpelier, vice president; Willard Sturm, Albany, former Hagaman executive, secretary, and Gordon Sargent, Ravana, treasurer.

BREAD IS THE STAFF OF LIFE

\$454,000 Bakery Addition

ATLANTA—The Lee Baking Co., Atlanta, Ga., a unit of Campbell Taggart Associated Bakeries, Inc., has begun construction of a two-story, \$454,655 addition to its plant on Moreland Ave. S.E. The new structure will be a 180x205 ft. corner building.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.....\$3.75

BAKERY MATERIALS AND METHODS

By Albert R. Daniel

500 pages of sound information covering bread and cake production.....\$5.00

BASIC SCIENCE FOR BAKERY STUDENTS

By P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check up on the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions.

\$4.00

THE BAKERY TRADE AS A CAREER

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For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry.....\$2.00

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New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager.....\$1.50

BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennion

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint.....\$6.75

VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully Illustrated art paper, cloth bound.....\$4.50

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By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.....\$7.00

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Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.....\$5.00

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Practical and most of the designs can be reproduced very quickly. A great assistance to the worker in sugar. 3d edition, with new ideas and designs.....\$2.50

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Revised 2d Edition. Fully illustrated with over 100 art plates. Very wide in scope.....\$8.00

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Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done.....\$1.00

MORE REASONS WHY

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A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information.....\$1.00

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Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small.....\$1.00

Reader Service Department
The American Baker
2501 Wayzata Blvd.
Minneapolis 5, Minn.

ORDER FROM

THE BAKE SHOP Troubleshooter

Sour Cream

I am seeking your assistance again. My present problem is how to use up a lot of sour cream that is slowly stocking up. We bake a complete line of cakes and pastries and are always interested in something unusual. Our firm has an excellent reputation in the area and although our prices are above average because of the higher priced ingredients, we like to try only the better things in the line of baked foods. Can you give me a few formulas for cheese cake, cookies and cakes using sour cream?—G. S. B., N. Y.

* *

Here are some formulas for cheese cake, chocolate sour cream cakes and sour cream cookies. There are not many formulas available in which sour cream is used because of its relatively high cost.

CHEESE CAKE (HEAVY TYPE)

Cream together:

1 lb. 8 oz. granulated sugar
1 lb. 4 oz. butter
4 oz. starch

Add:

6 lb. cottage cheese which has been run through a fine sieve

Then add:

1 lb. egg yolks

Stir in:

3 pt. sour cream

Beat light and then fold in carefully:

1 qt. egg whites
8 oz. granulated sugar

Add:

Vanilla to suit

Pour the mixture into pans lined with a short paste dough.

Short Paste Dough

Cream together:

1 lb. sugar
2 lb. butter

Add:

4 oz. whole eggs

Mix in:

3 lb. flour

Bake the cheese cakes at about 350° F. If desired, a few currants may be sprinkled on the cheese mixture before baking the cakes.

CHOCOLATE SOUR CREAM CAKES

Cream together:

2 lb. granulated sugar
8 oz. shortening
4 oz. honey or invert syrup
8 oz. butter
½ oz. salt

Add gradually:

6 oz. whole eggs

4 oz. yolks

Stir in thoroughly:

7 oz. melted bitter chocolate

Add slowly:

12 oz. sour cream

Sift together, add and mix in:

2 lb. 4 oz. cake flour
1 oz. baking powder

Then stir in:

1 lb. milk

Then beat light and fold in carefully:

8 oz. egg whites

Scale into pans of desired size and bake at about 375° F. When baked and cool, ice the cakes with the following icing:

Cook to 228° F.:

2 lb. 4 oz. granulated sugar
6 oz. honey or invert syrup
1 lb. milk

When cool, add and beat together until smooth:

6 oz. butter
4 lb. 8 oz. powdered sugar
Vanilla to suit

If a thinner icing is desired, thin down the above icing with some whipping cream and beat smooth.

SOUR CREAM COOKIES

Cream together:

3 lb. sugar
2 lb. 4 oz. shortening
1½ oz. soda
1¼ oz. salt

Add:

10 oz. eggs

Stir in:

1½ pt. sour cream

Vanilla to suit

Sift, add and mix in:

6 lb. pastry flour

Roll out to about ¼ in. thickness. Sprinkle sugar on top and then roll out a little thinner. Cut out with a plain round or scalloped cookie cutter of desired size and place on lightly greased pans. Bake at about 380° F.

SUPREME CREAM CHEESE CAKE

Part I

Ingredients

1½ lb. Graham cracker crumbs or toasted cake crumbs (dry)
12 oz. granulated sugar
12 oz. shortening and butter

Method

Blend together smoothly and cover

bottom of greased layer pans with mixture. Press down firmly.

Bake in slow oven 300° F. for approximately 5 minutes. Allow to cool.

Part II

Ingredients

2 lb. dry smooth cheese (bakers)
4 lb. loaf cream cheese
1½ lb. granulated sugar
¼ oz. cinnamon
1 oz. vanilla
1 oz. grated lemon rind
2 oz. lemon juice
10 oz. egg yolks
12 oz. egg whites

Method

Blend the cheese and other ingredients together at room temperature, until smooth. Add yolks and mix in smoothly.

Beat stiff and fold into above. Then pour this mixture into the pans on top of the baked crumbs. Place in oven 300° F. and bake slowly for 45 minutes.

Part III

Ingredients

3½ lb. sour cream (thick)
3 oz. granulated sugar
1 oz. vanilla

Method

Blend all together well and spread on top of cakes. Return to the oven for 10 minutes.

Total weight 15 lb. 14½ oz.

Note: This cake must be baked in spring sided pans as it cannot be turned out after baking.

Butter Cake

I have quite a few calls for "butter cake," made with a sweet dough base and having a soft, custard-like

topping. I have never made it but would like to know how. Could you please give me a formula?—E. D. G., Pa.

There are a number of products called "butter cakes." Some of them are made from sweet dough, others from Danish pastry dough. However, here is a formula which you may wish to try out.

BUTTER CAKES

Dissolve:

8 oz. yeast in
2 lb. milk

Add and mix for about 3 min.:

1 lb. egg yolks
1 lb. 8 oz. sugar
1 oz. salt
Lemon and vanilla to suit
5 lb. 8 oz. bread flour

Then add gradually and mix until smooth:

1 lb. melted butter
1 lb. melted shortening

Allow the dough to rest for about 20 min. and then take to the bench and scale into pieces of desired size to fit layer cake pans.

Allow the dough to proof slightly and then spread the following topping on tops.

Butter Cake Topping

Cream together:
4 lb. powdered sugar
1 lb. butter
1 lb. 4 oz. cake flour
6 oz. eggs

Then add enough milk to make the topping have a good spreading consistency. Allow the cakes to raise and then bake at about 350-375° F. After baking ice the tops with a thin water icing or fondant.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

Bakery Merchandising

Where is Your Competition?

Lewis G. Graeves, chairman of the American Bakers Assn., Tells AIB Graduates that Bakers Should Build the Baking Industry Through Cooperation, Not Internal Competition

I will try to write here as one hard-headed businessman to another. Yet it may be I'll drift into some sort of a rhapsody for a while. I've been a baker for more years than some of you (AIB graduates) have been in the world. Naturally, I'm inclined to be somewhat sold on the whole idea of being a baker, what it offers, what a great industry we have and so on. So, if I start thumping a few drums and blowing a few horns for this industry which has done extremely well by a lot of people, just put it down to this one simple fact:

I am proud to be a baker and to be associated with such a wonderful industry. I assume that obviously you feel the same way or you wouldn't be at the AIB. You had some experience in the baking industry before you came to the American Institute of Baking school. You have spent weeks here preparing yourself for a more important part of the industry and now your faculty says you are ready to go out and assume that greater responsibility.

I said a few seconds ago that the baking industry has been good for many people and I cannot help but feel it owes me not a thing: that I owe the baking industry a very great deal. If any of you are under the impression that you are going into an industry which has an obligation to you, I suggest you're in the wrong industry;

Yours is the obligation; yours is the duty of contributing to a better industry; yours is the job of doing all you can at all times to so improve this industry that it will continue to grow, continue to offer to your younger brothers and your sons the opportunity which the industry presents to you today.

Since being elected to the chairmanship of the American Bakers Assn., I've been called on to appear and address meetings of bakers. As I live in the nation's capital, naturally I am called upon to do some work with the government departments and agencies where bakery problems are concerned. It gives me a very guilty feeling to have some one introduce me (and I quote) as to "how much the industry owes him for the work he has done in Washington, serving on committees, working with the government agencies, etc."

Well, I guess I do a great job for the meat industry when I tie into a juicy steak, but I assure you the personal benefits outweigh the benefit to the farmer who raised the beef.

Any baker who gives of his time to serve the industry is serving himself, and I hope you remember that every minute in the day. As a group of individual plant operators, the

Editor's Note: The accompanying address was delivered by Mr. Graeves before the 65th graduating class of the American Institute of Baking, Chicago, in June. In addition to his duties with the ABA, Mr. Graeves is president of the Chas. Schneider Baking Corp., Washington, D.C.

more we build the baking industry the greater our own possibilities for expansion, for increasing our volume and our profits.

If you are around other bakers for more than a few minutes, it is highly probable you'll hear some acid comments about competitors. One rather prominent baker, in somewhat humorous vein, likes to remark that bakers are the nicest people in the world—except those bakers who are his direct competitors. What he calls them is something else.

And that is one of our biggest jobs. If bakers will just remember that other bakers are not their biggest competitors, that their biggest competition lies elsewhere, I think we will do much to begin building our industry in the way it should be built.

When our industry adopts the philosophy that bakers are co-workers, we can get somewhere in reaching to the major objective of creating a bigger and better industry.

There are problems in our industry—many problems. Certainly there is no way for an individual baker to meet these problems alone. But working with the bakers in his immediate area, jointly there can be a resolution of such problems.

It takes a combined effort of all bakers to build a greater knowledge of the true nutritional values of bakery foods. It takes the effort of many bakers in a community working together, to get factual material in the hands of members of the medical profession, school teachers, dietitians, and nutritionists and others. Only by a combination of effort, by working together, can bakers in any area and in the entire nation, conduct a general promotional and educational program which will eliminate false ideas about bakery products . . . which will build that knowledge of true values which must be built . . . which will quell for all time the food faddist.

Accordingly, along with the technical knowledge gained in past weeks, I hope you will carry out to our industry a belief in the combined effort of the baker, a belief that through joint operation in the field of public relations you can do a great good outside the walls of your individual bakery, along with the great work we confidently expect you to do within those walls.

For today, our competition lies to a great degree outside our industry. I imagine you have all read the statistics about the grain industry, how over a period of 40 years there has been a steady decline in per capita consumption of wheat products.

I could discuss the factors involved for another half hour, but my person-

al belief is that two of all these factors are of most importance.

First, the increased variety of foods which have become available to every consumer on a year around basis and

Second, a very broad and general lack of appreciation of bakery foods as such.

I would like to note also that in my own opinion the greatest loss in wheat flour consumption is in home baking. The baking industry may not be gaining spectacularly in per capita consumption, but it is holding fairly well and I for one am firm in the belief that it will continue to build in the future. At the present time there are no figures that accurately give the amount of flour used by the baking industry. All we have is the overall use of flour but we are hoping that the census that is to be taken next year will give us this information.

But the greatest competition the baker has today, is the other food industries. There is a strenuous and continuing drive by the meat people, the dairy people, the fruit and vegetable industries and others.

The human stomach can absorb only so much in a given time, and regardless of income level, the consumer has only so many dollars to spend for food. It is a tribute to our modern consumers that they do as intelligent a job as they do under the barrage of hammering and wheedling conducted by our brilliant advertising people through newspapers, magazines, radio, television, bill boards, display material, direct mail, and other ways. I wonder how they manage to decide what to buy when they go to do their weekly shopping.

Here is what the record shows, on consumption of food such as citrus fruits which took 2.8% of the consumer's food dollar in 1910 and 6.2% in 1949; sugar and syrup moved up from 5.6% to 6.7%; meats gained only one tenth of 1%; eggs, fat, tea, coffee and cocoa combined moved from 6.9% to 8.3%. Other products, including vegetables, primarily fresh, moved up 5 percentage points. Dairy products were 23.8% in 1910 and in 1949 at 27.3%, although recently there has been a downturn in dairy products demand per capita, I understand.

A very significant factor is that the average American today is eating more pounds of food per year, but in caloric intake there has been little or no change in 20 years or more. This means that consumption has shifted heavily into juices, salads, and so on. And under the misimpression that our products have a high caloric content, we see that consumption of grain products in 1910 accounted for 20% of the food intake whereas in 1949 these products accounted for only 11%.

So . . . let me state again, our



Lewis G. Graeves

biggest competitor in the industry is with other foods.

The best way I know how to re-establish our products on a more favorable plane, so as to get a better share of the consumer dollar is for the combined effort of bakers to gear a national drive which will break down the ideas I mentioned earlier.

Through education we have begun to make a dent in the market, and if we can broaden our campaign, enlist more active work by bakers and local groups, we will gain more rapidly in the years ahead.

Now those factors are direct competitors of the baker, but there is other competition, too, a competition which comes back to the baker himself.

I speak of the competition with high quality bakery foods which is generated by the unthinking within our industry. It is a negative sort of competition which can appear in several forms.

Certainly any baker who lowers the quality of his product and offends the consumer who obtains that product, is competing unfavorably with every high quality producer. The poor quality product casts a stigma on the entire industry, in the mind of the consumer. Her tendency is to eliminate the product completely, not merely seek the product of another baker.

The baker who fails to enrich his bread is falling down on a vitally important part of his job, and thereby building an unfavorable attitude toward the whole industry. He is building a competition against the industry and against other bakers in the industry, even though they are using the enrichment formula.

We have some great friends in the medical and nutrition profession, but they will not continue to be friends of the industry if individual bakers fail to measure up to the standards prepared by scientists and accepted by the majority of members of the industry.

Then there is the competition with my good honest loaf of white bread which is set up by the exponents of those diet loaves who claim that

their's is the only low calorie loaf on the market.

Obviously they are feeding the unknowing who believe that bread is fattening and should be eliminated from a reducing diet. They are building a false idea about my bread, which has no more calories per ounce than these other breads, and in so doing they are building a competition for themselves and other bakers which is the worst kind of competition.

In a word, there is unfavorable competition existing in a few areas of our industry which is injurious to the entire business of baking. Fostering misconceptions about our products certainly is no way to build demand for those products.

You men probably will not move into jobs immediately where you can do much about such situations. But steadily you will build to prominent positions in the industry and it is in the hope that you will keep in mind the broad industry picture so greatly needed at this time. It is within your powers eventually to do something about these things. And indeed you can begin to do something about such things if you merely join the industry campaign to correct them, merely by voicing your opinions to your co-workers.

Quality and service are the dominating watchwords in every industry. I can hardly conceive of anything more important than those two words in an industry which is relied upon to provide food in huge quantity and tremendous variety six days out of every seven to a hundred and fifty million people.

The greater reliance of the home-maker on the food processor for her daily and weekly menu is no more strikingly apparent in any other industry than it is in ours. The very statistics which I noted earlier in the total consumption of wheat flour are conclusive proof of this. It is in the area of home use flour where the great loss has come.

Your job, therefore, is far more important today than the jobs of your fellow alumni of 10 years ago. It is increased many times over compared with what it was 40 or 50 years ago.

It will become increasingly important year by year as our nation grows, as our industry advances and as you work steadily into still greater responsibility within whatever organization you may be joining.

There has never been a time in our industry when efficiency of production and distribution was a more pressing need. You can, through background and the training you have had here, help to build that efficiency, better to serve not only your consumers but your own organization.

There is a big job ahead of you, a job which the records of the past show that graduates of this school have accepted confidently and capably. Those of us who have been around this industry for a goodly number of years feel that we must more and more rely on you younger people to not merely pick up the load and carry it, but do a better job than we have done. We have pride in our accomplishments, but we know where we have not built as solidly as we might have.

That job we delegate to you, in full knowledge of how much we need younger more vigorous men, with new and better ideas of where our industry should go in the future and how to get there.

In closing, I feel a rather ancient

story has a definite point at this time. It is a story of an elderly colored man who worked around an airport, cleaning and sweeping out. He refused to have anything whatever to do with airplanes which was a cause for considerable ribbing from the pilots.

One of them cornered him one day and argued at length about his going for a ride in a plane, but with no success. Finally the pilot said, "Look, Joe. You know very well when your time comes to die, you're going to die. It doesn't make any difference whether you are walking down the street, riding in an automobile, or flying in a plane. When your number comes up, brother, you're going."

"That's all right, Mr. Pilot," Joe said, "but if we gits up in that plane and YOUR number comes up, I'M going to be in a helluva fix."

Believe me, if the time ever comes when the number has come up for the young men in our industry, we old folks and the industry itself is going to be in a fix.

So move into your industry with the knowledge that no worthwhile job is an easy job. There is hard work ahead of you, hard work which is fully justified by the size of the task itself, the importance of the work you will be doing.

And it is a rewarding job. There is satisfaction in progress, satisfaction in the knowledge of improvement, satisfaction in the realization that you have filled the needs and have contributed to the health and well being of all your consumers.

Whether you have a million dollars or a small fraction thereof, believe me that feeling of satisfaction will be your greatest reward for your decision to be not just a baker, but a better baker.

BREAD IS THE STAFF OF LIFE

Retail Sales Tips Heard by Oregon ASBE Chapter

PORLAND, ORE.—The last meeting of the season of the Oregon Chapter, American Society of Bakery Engineers, was held here with new officers for the 1954-55 season presiding.

Walther Schall, Crown Mills, Portland, chairman of the nominating committee, introduced Fred Kappel, Kappel's Old Holland Bakery, Portland, newly-elected chapter president; Bert Sjoding, Cherry City Baking Co., Salem, first vice president; and George Alberdt, Standard Brands, Inc., Portland, second vice president. Roger Williams, Cherry City Baking Co., is secretary-treasurer of the group.

Herman Schoen, Perfection Bakery, Hillsboro, director of the Associated Retail Bakers of America and membership chairman for the Oregon Retail Bakers Assn., discussed the problems of the retail baker.

"Retailers must know their own business," he advised. "They must study themselves and their problems and discover what the housewife wants in the way of baked goods."

He counselled the group to cash in on such specialties as Father's Day cakes and Fourth of July items, creating new items for timely occasions.

He also presented the idea of using heated cabinets in which products are kept at temperature of about 120° from the time they come out of the oven at 7 a.m. until noon.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

A promotion stunt that may prove interesting for your customers and help build store traffic is one based on the idea of saving dollars by buying at your bakery. This stunt makes use of old dollar bills that you may have saved. Or, if you are not a bill collector—currency, that is—you can obtain a supply of old dollar bills from a nearby coin and stamp dealer. These old dollars are placed on display. Then, to add interest, some old bills—large size one dollar bills of 1923 vintage, for example—are given to lucky persons at a drawing. These bills won't cost much over the face value of the dollar bill. Prices range from \$1.25 to \$2 at most coin dealers' shops, we are told. A gift of 10 of these bills probably will have more effect in creating customer interest than a gift of an equal or greater amount in an ordinary cash prize. Not only will the old, large size dollar bills add interest to your promotion and help emphasize the theme of saving dollars; the large bills also can be used to illustrate the point that dollars are larger and go farther at your shop.

Promotion Stunt

Keep a list of out-of-production items that customers have asked for. When the formula is run off customers appreciate the courtesy of a phone call telling them to pick up the item requested. It shows customers you think enough of their business to make a special call or effort to write a card. In addition, it gets the customer back in the store earlier than usual in many cases and promotes additional shopping.

Notify Customers

When considering an advertising program study carefully the fundamental aspects. First of all, establish a sufficient advertising budget. Plan a year-round program which includes the proper media, or balanced use of newspapers, radio, direct mail and television. Be consistent in your schedule of advertising and attempt to be informative. Be truthful and don't dodge prices. Use helps available from your local newspaper, radio station, your manufacturer, his salesmen and your own salesmen. The mechanics of newspaper advertising should include an attention getting headline and illustration, body copy which tells a story, and your individual signature in every advertisement.

Advertising Aspects

Appeal to the self-interest of the reader in your advertisement. He will appeal to your self-interest by buying in your bakery. . . . If your newspaper advertising is not getting the results you think it should, you might try a different position in the paper. A preferred position rate (charge for special location in the paper) may be worth paying if it brings you extra business. . . . Try an advertisement that features your picture or the pictures of your employees. This sort of thing adds a friendly, personal touch to your advertising that will be reflected in more sales. . . . Advertising expenditures represent an investment in the sales of the future just as expenditures for stock and equipment represent an investment in sales of the future. Many businessmen will buy stock and equipment to prepare for the future, but will not take out sales insurance in the form of advertising. Advertising experts advise: Don't find fault about business not being good if you have failed to use advertising that builds business.

Advice On Ads

An Alabama educator pointed out in a talk that 87% of what you learn is from seeing and only 10% from the other senses. Prof. Dale F. King of Alabama Polytechnic Institute, also noted that tests have shown people can learn five times faster by visual methods. Selling methods are becoming more complex and more competitive. Prof. King notes, and those who do not use modern methods are usually classed as poor salesmen. To make a good sales presentation, the dealer should make use of visual aids. For example, Kodachrome slides can easily be obtained and used to put across a message. And, of course, there are many other visual aids which will add immeasurably to the effectiveness of the story.

Visual Method

Some Factors Cited

Varying Costs Result in Wide Price Spread in Bread Loaves of Same Size

By Fred Laufenburg
Wisconsin Bakers Assn.

Independent wholesale bakers are constantly being asked by grocers, "Why the spread of the price of bread you market and that sold by the chain store baker?"

That's a fair question, and it deserves a fair and truthful answer. Today the chains are selling a 1½-pound loaf of white bread at 19¢, while that of the independent bakers is quite generally being retailed at

25¢. This constitutes a spread of 31.6%—a spread over which the independent bakers are as much concerned as the grocers.

Grocers ask, "What can be done about it?" Before an honest reply to the question can be given, we must first determine the factors which cause this spread.

Insofar as the actual production of a loaf of bread is concerned, there is every reason to believe that the independent bakers are on an equal basis with the chains. They can purchase material, equipment, etc., as

cheaply as the chains. Both operate under substantially the same union wage agreement, so there should be no difference in cost up to the time their products reach the loading dock. But from there on the difference in operating costs is almost startling!

Who's to Blame?

Many of these costs can be laid at the doorstep of the independent grocers because of their demands upon the bakers who service them. Others are the fault of the bakers who, for competitive reasons, often go "all out" on special services, with costs entirely out of line with final returns on the investment.

There are, of course, unavoidable costs which help to widen the spread between cost and selling price. For instance, in the Milwaukee area, A & P maintains and services 39 retail outlets. The independent bakers in the same area service approximately 2,600 retail outlets. It can readily be understood that the difference in the cost of servicing 2,600 outlets against 39 is sizeable.

Let us now enumerate some of the differences in operating costs. Because chains, such as A & P, National Tea, etc., sell their bread through retail outlets, they are entitled to what is commonly referred to by newspapers as the "local rate" in connection with their newspaper advertising. The independent wholesale bakers pay the "national rate"—a difference of about \$5 a square inch. The chains do little, if any, advertising of bread via billboards, radio, or television, unless it is tied in with other items. The amount spent for direct advertising of their bread is about 3% less than that spent by the average independent wholesale baker.

The Milwaukee wholesale bakers are presently operating under a union sales-drivers' agreement which costs them, in direct wages alone, \$136.50 for every \$1,000 of sales. This, together with fringe benefits—such as two and three weeks' vacations, 12 shopping days, and added holiday pay—is conservatively figured at 15% of gross sales and 12% in excess to what it costs the chain store bakers to get their bread to the various retail outlets.

Chain Store Savings

The chain store bakers, having no sales-drivers, employ no route supervisors. Supervisory costs, plus direct truck operating costs, in one of the well-managed local wholesale bakeries is 22.44% of sales. I am informed, through a reliable source, that this is approximately 19% more than it costs the chains. Some of this is, of course, due to the difference in the number of stops served (39 against 2,600).

Stale returns in the chain store bakers' operations are absorbed by each individual retail outlet. Stale returns for wholesale bakers throughout the nation average 5% or over.

Then, too, the independent wholesale bakers feel duty-bound to contribute to the many affairs sponsored by the retail grocers' groups. This, together with many special services in connection with store openings, anniversary sales, picnics, conventions, and display racks cost independent bakers, roughly, 1.9% of gross sales.

So let's look at some figures. We started with a spread of 31.6% in the retail selling price of the 1½ lb. loaf of white bread. The following, figured percentagewise on gross sales, are costs that the independent wholesale bakers have in excess to chain store bakers' costs.

EDITOR'S NOTE: Bread, if properly priced, is still the greatest profit item in a grocery store. However, the wide price spread between loaves of the same size often prompts the grocer to question the baker and ask for a solution. Fred Laufenburg, secretary, Wisconsin Wholesale Bakers Assn., has some interesting observations on this problem which he presented at a recent meeting of the Milwaukee Retail Grocers Assn. His remarks were printed in *Food Flash*, a publication of the Milwaukee group, from which this article is reprinted.

Advertising (bread)	3.0%
Sales and delivery costs	12.0%
Supervision and direct truck	
operating costs	19.0%
Stale returns	5.0%
Donations and special services	1.9%
A total of	40.9%

Added to this must be the grocer's profit, which many feel should be a minimum of 15%.

By adding these figures, we wind up with a total of approximately 56% in excess of the cost of the normal chain store baker's operation. Is there any wonder that we have this wide spread in the retail selling price? And as long as these differences in methods of distribution and services exist, there will be a spread.

Another point of interest—and one seldom considered by the independent grocers—is that the loaf of bread the chains are now selling at 19¢ represents only about 7% of their total baked goods sales. They sell some of their brands of bread at a price as high as or higher than similar bread distributed by the independent bakers. Out of 17 items recently picked up at the bakery counter of one of the large chain store supermarkets, eleven of them were priced higher than similar items in the independent grocery store. With these facts before them, why don't the independent grocers push at least those items on which they enjoy a lower price than the chains?

Price Alone Not the Answer

Frankly, I do not believe that price alone is the answer. I know some grocers who retail bread, which costs them 22¢, at 27¢. I know others that retail the same loaf at 23¢, and I know of one group that is selling it at 19¢—three cents under cost. By their own admission, the group selling at 19¢ has shown no increase in sales, while those selling at 27¢ report no decrease and some report actual increase in sales.

It is reasonable to assume that the chain store bakers who also handle bread baked by the independent bakers do not put any special sales effort back of this bread . . . still their biggest problem is to hold down the demand. With a spread of six cents a loaf in the same outlet, this should convince us that price alone isn't a factor.

Bread, if sold at the proper markup, is still the greatest profit item in any grocery store; and if grocers will train their clerks to put the proper sales effort back of it . . . if they will make it a point to sell every one of their customers her daily or weekly needs of bakery products . . . and pay less attention to the lower prices which the chains are getting for a few bakery items, they'll have no need to worry about a very profitable bakery department.



PICNIC PEELER—Betty Crocker of General Mills, Inc., suggested this unique sandwich idea for the nation's families who are heading for the outdoors in August to celebrate Picnic Month. No plates nor forks are needed in the General Mills homemaking authority's recipe, which makes the serving of the picnic lunch as simple as eating a banana. The sandwiches are prepared at home before the picnic starts. A tasty ground beef filling is inserted in the bun and wrapped in foil. They can be stacked in a Dutch oven or heavy kettle which is set over a fire at picnic time; or, more simply, they may be placed next to the hot coals to warm. "Then you eat them in your fingers, like a banana, peeling the wrappings down," the directions say.



BOOSTS BAKERY PRODUCTS—The Cahokia Flour Co. is promoting the sale of bakery products in St. Louis through the purchase of space on the fronts of street cars and on the sides of buses of the St. Louis Public Service Co. Two hundred dash cards, each 21 in. by 27 in., have been purchased, and will be seen not only by the 26,000,000 people who ride the street cars and buses each month, but by pedestrians and motorists as well. The main theme of the cards is, "Let your baker do your baking" with an additional message that pound for pound, bread or cake contains fewer calories than other staple foods. In addition, 9 in. by 21 in. streamers, with the same general layout, same message and same colors, will be distributed free to all retail bakeries for use on their back mirrors, showcases or windows. Posting the first dash card on a bus is, left to right above: John Boeck, president, Greater St. Louis Bakery Production Club; R. R. Zimmerman, Cahokia Flour Co.; Richard Sattler, president, St. Louis Master Bakers Assn.; William Ellerbrock, president, Missouri Bakers Assn.; and J. A. Zimmerman, Cahokia Flour Co.

Bakers Sponsor "Bread Weeks"

Promotion Plans to Boost Sales of Five Varieties of Bread

An organization composed of bakery owners and others with headquarters in Chicago has been founded for the purpose of establishing certain trade-weeks and to aid and urge the recognition of these named weeks annually.

The trade-weeks refer only to bread, and may be loosely termed as "Bread Weeks." Specifically the several proposed weekly periods refer to particular kinds of bread.

The periods to be established and the breads to be identified are:

Five Bread Weeks

The first full week in February annually, International Wheat Bread for Toast Week.

The first full week in April annually, International Potato Bread for Flavor Week.

The first full week in June annually, International White Bread for Energy Week.

The first full week in August annually, International Rye Bread for Variety Week.

The first full week in October annually, International Raisin Bread for Health Week.

The founders of International Bread Weeks, Inc., Illinois, are W. P. Bradley, Shamokin, Pa.; Earl W. Heiner, Huntington, W. Va.; Edwin J. Petrowski, Wausau, Wis.; Donald K. Strand, Galesburg, Ill.; and Harold R. Gingrich, 333 N. Michigan Ave., Chicago 1, Ill., acting as manager.

The formation of the organization was undertaken at the suggestion of Harold R. Gingrich, engaged in bread advertising, based upon inquiry into the subject of trade-weeks from sources including the Chamber of Commerce of the U.S., the California Raisin Advisory Board, and others.

The original inquiry extended to men and women of the general public who were asked two main questions, namely: "Do you think special, annual weeks for advertising certain products are desirable?" and "If a special variety of bread were to receive an extra amount of publicity and advertising during a certain week, do you feel quite definitely that you would buy that bread?"

The inquiry is now being extended to publishers and broadcasters generally benefited by bread advertising. And the question is: "In cooperation with such paid advertising as you receive from bakers on behalf of their own brands of bread during certain special weeks each year will you provide free publicity explaining the merits of the particular variety of bread being promoted, preceding and during the special 'bread weeks'?"

Added Promotion

The organization seeks to become international in scope, with cooperation not only of bread bakers, the publishers and broadcasters approached to date, but also all other organizations and entities of whatever nature and character interested in bread. And in emphasizing these special weeks, it is not suggesting the abandonment of any other programs relating to bread, Mr. Gingrich notes.

Missouri Bakers Set Up Another Fair "Bakers's Day"

KANSAS CITY—A "Baker's Day" at the Missouri State Fair "bigger and better than ever" is being planned by the Missouri Bakers Assn. this year. Last year's event, the first of its kind, brought commercial baking much favorable publicity, as members of the industry appeared at the fair grounds at Sedalia, Mo., in baker's cap and apron.

This year Gov. Phil Donnelly of Missouri, will be honored by the presentation of a decorated cake with the state seal of Missouri and the state flower. Missouri Bakers President William F. Ellerbrook of St. Louis, assisted by E. E. Kelley, Jr., president of the American Bakers Assn., Chicago, and other state officers will make the presentation before the crowded grandstand on the afternoon of Aug. 25.

Cakes also will be presented to the outstanding farm boy and girl of the 4H and Future Farmers organizations.

Another facet of the program will be that the first harness race of the day, following the presentation, will be called the Missouri Bakers Race and the winner also will get a specially decorated cake.

George H. Buford, Flour Mills of America, Inc., secretary of the Missouri association, in a letter to members urges all to attend. His bulletin says:

"All bakers and allied men are invited to bring wives to our second Annual Baker's Day Celebration. Be part of this special Baker's Day stunt. We can display to the public—both rural and city people—that we bakers are an important part of every community as bakers of good flavorful, nutritious baked foods. We are the largest buyers of farm products. So let's get acquainted.

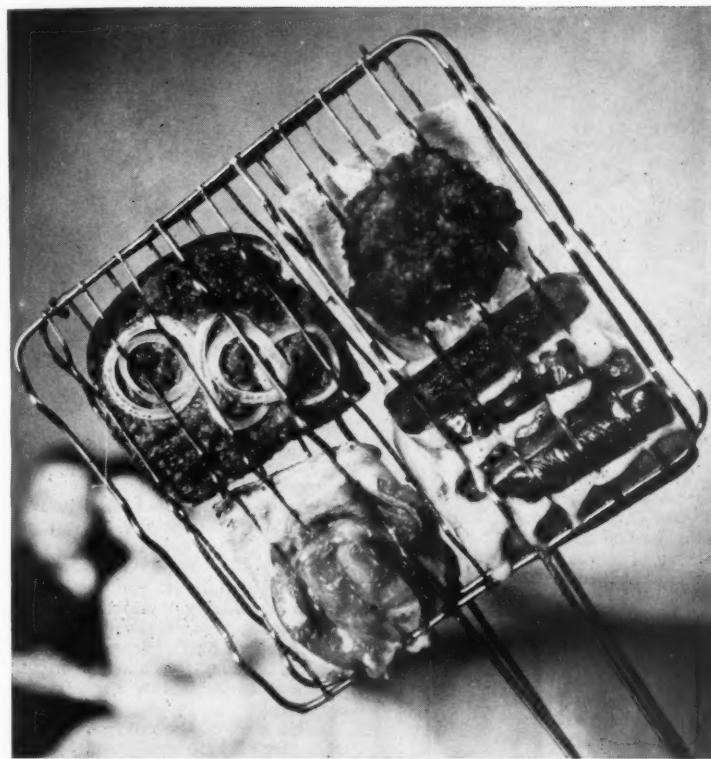
"We have reserved 120 box seats in the grandstand, known as baker's section. Tickets \$2.40 each (includes general admission). Make check to Missouri State Fair, Sedalia, Mo. Send money and order to Henry L. Thomas, Supt. of Tickets, Missouri State Fair, Sedalia. The evening show is a Colossal Stage Revue and you can have the same seats at night, if you want them. Place both orders at the same time. It's \$2 each for night show."

"For this gala Baker's Day event, we will again have our famous Missouri bakers caps and aprons, for you to wear. Our cap and apron is our significant trade mark. Your chance to help promote publicly your baking industry! Be there! Wear the baker's cap and apron. It's free."

—BREAD IS THE STAFF OF LIFE—

LOS ANGELES MEETINGS

LOS ANGELES—A number of successful innovations have been introduced to popularize meetings of the Master Bakers Retail Assn. of Los Angeles. Door prizes are awarded, those for the June meeting being furnished by Westco Products. Other sponsors have been donating the bulletins issued to members, taking one of the four pages for advertisements and meetings are being held in auditoriums of cooperating firms. The June meeting was held in the Westco Auditorium. John Carrion, head of the bakery service division of Durkee Famous Foods, gave a demonstration on puff pastry.



Sandwich Tie-in . . .

The issue of Look magazine on the newsstands Aug. 10 will devote a 2-page, 4-color feature to "Grillside Sandwiches" to tie in with National Sandwich Month.

Look suggests using the outdoor fireplace for making sandwiches—sandwiches toasted with fillings. Look points out that the flavor of the open fire crisps and seasons the bread as well as the filling and makes "superb eating" with little effort.

This feature will include a dozen ideas and directions for sandwiches to be made on the grill, ranging from a chili con carne roll to ham and pineapple slices on mustard-spread bread.

Look magazine points out that many of these sandwiches may be prepared ahead of time and may be popped into the refrigerator or freezer until just before grilling.

The quartet of open sandwiches above shows some of the variety possible on a grill. Top: Hamburger and onion rings on a slice of bread; half franks, cheese, green pepper open sandwich. Bottom: Grilled bacon, tomato and cheese on half-roll; ham and pineapple slices on mustard spread bread.



PILLSBURY TREASURE CHEST — "Mommy! I want one of those." Children on vacation who go shopping with their mothers will help promote cake sales in bakeries where this Pillsbury Mills, Inc. treasure chest is on display, the milling concern hopes. Filled with scores of trinkets and small toys, the chest is another selling tool developed by Pillsbury to help move bakery cakes this summer. A gadget will go free with each cake purchase, and the children will spread the word in the neighborhood, according to the merchandising plan.

In the . . .

Industry Spotlight

. . . by Bill Lingren

Enriched Bread Should Be Promoted

The enrichment of bread caused a lot of stir in the industry at the time it was introduced more than a decade ago and consumer promotion on enriched bread helped to get across the baking industry's important story to the public. But since that time, however, enrichment has more or less been taken for granted by the industry and a less - than - complete job of promoting it to the consuming public has been done. Speaking at an industry meeting earlier this year, Louis E. Caster of Keig-Stevens Baking Co., Rockford, Ill., chairman of the board of the American Institute of Baking, commented that bakers had failed "to drive home the fact that enriched bread penny for penny is the best product offered on the food market." He stated that there is little mentioned of what the word "enriched" really means, and "it is the baker's job to tell the story to the public."

Contending that "it is amazing how few know the enrichment story," E. E. Kelly, Jr., president of ABA, followed up these remarks by stating that "building of enriched bread in every possible way should be the objective of all bakers."

He stated that an educational approach was necessary to accomplish this objective and the effort would need the whole-hearted cooperation of all bakers to build the industry in the future.

"Take bread out of the commonplace and put it in the position it rightfully deserves," he said.

There is every reason for bakers to be immensely proud of the contribution to the nation's health that the bread enrichment program has made. Many nutritionists and scientists have openly credited the bread enrichment program as having an extremely important part in the disappearance of many once-common deficiency diseases and the generally improved health over the last two decades.

Speaking before the Agricultural Club at Memphis recently, Dr. Paul L. Day, head of the department of biochemistry, University of Arkansas, said: "There is no doubt that this enrichment program has prevented much malnutrition in the past 12 years. Pellagra, a common cause of death and much prolonged illness throughout the southern states prior to 1940, has now practically disappeared. This change in pellagra incidence, to a considerable measure, is



Bill Lingren

due to the enrichment of bread and flour with niacin."

In urging the baking industry to action as individual members and as a coordinated unit, ABA President Kelley stated that all that is necessary to put over the basic story and improve the lot of the entire industry is to harness all available sources. He declared that the baking associations, both national and state, working together could solve the baker's problems and he urged the bakers to "get on the bandwagon" to insure a better future for all concerned.

A big part of the industry promotion, both individual and group, should be concentrated on the wonderful story of the nutritional value of enriched bread.

Sandwich Month Is Biggest Yet

The baking industry this month is in the middle of its cooperation with the "August Is Sandwich Time" promotion sponsored by the Wheat Flour Institute. This annual summertime program has been built into one of the most powerful food promotions in the history of the entire food industry in its few years of operation.

Food editors of national magazines and Sunday newspaper supplements lead the multi-million dollar parade of participant-sponsors. Here is a partial list of some of the popular national consumer magazines which have planned and are running editorial material on the sandwich promotions in current issues: Good Housekeeping, Everywoman's Look, Woman's Home Companion, Better Homes and Gardens, Seventeen, Redbook, This Week, American Family and a number of other leading magazines.

And consumer magazines are only one phase of the media through which the sandwich story is reaching consumers. All in all it adds up to a tremendous boost to the market for sandwiches, of which the principal ingredient is bread.

The baking industry has been a willing and cooperative participant-sponsor with the Wheat Flour Institute since the inception of this campaign. The effort is not wasted and all bakers everywhere should consider the August "Sandwich Month" promotion as a vital part of their year's merchandising effort.

Independent Stores Lead in Bread Sales

Independent retail stores accounted for 76.4 per cent of white bread sales, according to a recent Cleveland Press survey covering the year October, 1952 through September, 1953. This was reported in a recent issue of the Long View, publi-

cation of the W. E. Long Co., which went on to comment that if the "chain grocery stores can sell more of everything else, there must be some reason why they cannot sell as much bread."

"In many instances," the Long View said, "the chains even have a price advantage on bread and yet sell less of it than independents. While these results are for the Cleveland area only, the same condition may be present in other metropolitan markets. If so, it's a condition well worth investigation."

BREAD IS THE STAFF OF LIFE

Minnesota Outing Draws from East, South

MINNEAPOLIS — Approximately 250 bakers and allied tradesmen from as far away as New York, Atlanta and Kansas City attended the 24th annual Minnesota Baker-Allied Golf Tournament and Play-Day held at the Golden Valley Country Club, Aug. 3.

Climax of the affair was a buffet dinner and prize-awarding session which followed the efforts of 125 golfers during the morning and afternoon. Paul Storwick, Storwick's Bakery, Minneapolis, served as chairman of the outing and Carl Bergquist, Zinsmaster Baking Co., Minneapolis, was in charge of the awards ceremonies.

The trophy for the baker shooting low gross went to Pete Ulmanic, Nicollet Bakery, Minneapolis, a two-time previous winner, who shot a 77. Low gross on the allied side was shot by Howard Pousette, Falk Paper Co., Minneapolis, who had a 75.

Leading winners of the low net competition under the Calloway system were Ed Weber, Weber's Bakery, St. Paul, and Lewis Johnson, Red Star Yeast & Products Co., St. Paul.

Selected chairman of the 1955 outing was Soren Egekvist, Egekvist Bakeries, Inc., Minneapolis.

BREAD IS THE STAFF OF LIFE

Southern Bakers Assn. Conference Plans Develop

ATLANTA, GA. — The Southern Bakers Assn. announces that plans for the fourth annual production conference, which will be held at the Biltmore Hotel in Atlanta Sept. 26-28, have been practically completed. The program will again consist of a well-rounded discussion of timely topics of interest to everyone in the industry. These discussions will be led by recognized authorities. Among those who will speak are the following:

Miss Ann Russell, of the field staff, consumer service department, American Institute of Baking, who will discuss her work in the southeastern states. A. R. Fleischmann, of Standard

Brands, Inc., will address the group on "Plant Personnel Problems." "Problems of the Hour" is the subject chosen by Wallace Swanson, Stroehmann Bros. Co., Williamsport, Pa., a former chairman of SBA production conferences. Everyone will want to hear what Wally has to say.

William F. Thie, president of the Associated Retail Bakers of America, will speak.

J. E. Mapes, of the bakery products department, Anheuser-Busch, Inc., New York, will discuss the intensely interesting subject of brew fermentation under the subject title of "Continuous and Brew Fermentation Methods Using Conventional Make-up Equipment." This subject will be handled by panel method, with the other participants to be announced later.

Raymond T. Bohn, will bring new ideas on the use of "Sugar in Modern Bread Production." Mr. Bohn has been a successful baker, has a thorough knowledge of baking technology, and appears under the sponsorship of Sugar Information, Inc. The subject "Sanitation" will be presented by Keith Fitch, executive director of Orkin Institute of Industrial Sanitation, assisted by Lloyd J. Salathe, one of the two senior sanitarians of AIB, and Stanley A. McHugh, director of the laboratories of American Bakeries Co.

Orville J. Pickens, director of the research bakery of Wilson & Co., has chosen "Cake Mixing, Quality and Suggestions for Improvement" for his subject. He will demonstrate the points of his discussion by samples and charts.

"Wrapping Problems and Solutions" will be presented by Ted Jensen, Pollock Paper Corp. The problems connected with "Freezing, Packaging and Storage of Baked Goods" will be discussed by George Carlin, Swift & Co. New ideas in icings for both cakes and sweet goods, will be discussed by a panel consisting of Gilbert Deason, cake production supervisor of American Bakeries Co., and Myron Sadler, of Basic Foods Sales Corp.

"Automatic Equipment—Its Operation for Profit" is the timely subject that will be covered by Martin Eisenstaedt, of American Stores Co. Frank W. Wichser, technical bakery consultant of Pillsbury Mills, Inc., will approach the subject of "Fungal Enzymes" from the practical standpoint of their necessity and function. Mr. Wichser will illustrate his discussion with slides.

Ralph S. Herman, General Mills, Inc., will bring the assembly up to date on what is being done in the handling of flour with his discussion "The Status of Bulk Flour Handling."

The special retail session Sunday has been designed to bring to the retail baker a wide variety of subjects applicable to his particular operation. The following selection of topics for discussion by top-flight specialists incorporates a full day of demonstrations and information of practical value on variety breads, Danish pastries, cheese cakes, pies and drive-in bakeries.

The session chairmen will be J. M. Albright, American Bakeries Co., Atlanta, Ga., Andreas Reising, Sunrise Bakery, New Orleans, La., and Wilbur Berry, Brown-Greer Co., Knoxville, Tenn.

The banquet, the only entertainment feature, will be held Monday evening.

Reservations will be handled by the SBA office, 703 Henry Grady Bldg., Atlanta 3, Ga., and reservation forms will reach the industry at an early date, it was said.

CONVENTION CALENDAR

Sept. 12-15—Lake Michigan States Bakers Fall Conference and Recreation Party; French Lick Springs Hotel, French Lick, Ind.; Sec's., Indiana Bakers Assn., Charles P. Ehlers, 2236 E. Michigan St., Indianapolis; Illinois Bakers Assn., Marion B. McClelland, 221 W. Prairie Ave., Decatur, Ill.; Wisconsin Bakers Assn., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Sept. 19-21—Virginia Bakers Council, Inc., Natural Bridge Hotel, Natural Bridge, Va.; sec., Harold K. Wilder, 5 So. 12th St., Richmond, Va.

Sept. 19-22—American Institute of Baking Special Course in Baking Sanitation No. 33; chm., Louis A. King, Jr., American Inst. of Baking, 400 E. Ontario St., Chicago 11, Ill.

Sept. 26-28—Southern Bakers Assn. Production Conference, Hotel Biltmore, Atlanta; sec., E. P. Cline, 708 Henry Grady Bldg., Atlanta 3, Ga.

Oct. 5-6—Iowa Bakers Assn.; Hartford Hotel, Mason City, Iowa; sec., N. X. Swenson, 113 S. Court, Ottumwa, Iowa.

Oct. 9-11—New Jersey Bakers Board of Trade, Inc.; Hotel Berkeley-Carteret, Asbury Park, N.J.; sec., Michael Herzog, 104 Lillie St., Newark 3.

Oct. 13-15—National Bakery Suppliers Assn.; Blackstone Hotel, Chicago; sec., Philip W. Orth, Jr., 304 E. Florida St., Milwaukee, Wis.

Oct. 14-15—Baking Industry Sanitation Standards Committee, Sherman Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 15-16—Baking Industry Sanitation Standards Committee; Sherman Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 16-20—American Bakers Assn., Sherman Hotel, Chicago; sec., Harold Fiedler, Room 1558, 20 North Wacker Drive, Chicago 6, Ill.

Oct. 17—Bakery Equipment Mfrs. Assn., Sherman Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Nov. 1—Connecticut Bakers Assn., Inc.; Hotel Statler, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 14-15—New England Bakers Assn.; Hotel Statler, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1955

Jan. 16-18—Pennsylvania Bakers Assn.; William Penn Hotel, Pittsburgh, Pa.; sec., Theo Staab, 5700 North Broad St., Philadelphia.

Jan. 22-24—Ohio Bakers Assn.; Deshler-Hilton Hotel, Columbus, Ohio; sec., Roy Ferguson, Seneca Hotel, Columbus.

Jan. 30-Feb. 1—Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Feb. 6-8—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

March 4-5—Baking Industry Sanitation Standards Comm.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

March 6—Bakery Equipment Mfrs. Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

April 14-16—Southern Bakers Assn.; Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 708 Henry Grady Bldg., Atlanta 3, Ga.

April 18-20—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 24-27—Associated Retail Bakers of America, Sans Souci Hotel, Miami Beach, Fla.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13, Ill.

June 4-6—Pennsylvania Bakers Assn.; Bedford Springs Hotel, Bedford, Pa.; sec., Theo Staab, 5700 N. Broad St., Philadelphia.

June 20-22—Potomac States Bakers Assn.; the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N.J.; sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 6-8—Nat'l. Bakery Suppliers Assn.; Shelburne Hotel, Atlantic City, N.J.; sec., Philip W. Orth, Jr., 304 E. Florida St., Milwaukee, Wis.

—BREAD IS THE STAFF OF LIFE—

Chicago Bakers Club

Golf Outing Draws 100

CHICAGO—The 24th annual outing of the Bakers Courtesy Club, held at the Rolling Green Country Club here July 29, drew around 100 members and guests for the banquet which climaxed a day of golf, cards, horseshoes and good fellowship.

Lew Waldron, Columbia Chemical Co., Inc., Chicago, won the top golf prize for the day by shooting a low gross of 71. Low net shooter was James Hammond, Durkee Famous Foods, Chicago, with a 66. Richard Anderson, Procter & Gamble Distributing Co., Chicago, was the prize-winner at horseshoes. Fifty-seven persons played golf.

Lloyd R. Wolfe, the Bryo Co., Chicago, president of the club, presided at the session following the banquet. Hunter Brown, Chapman & Smith Co., golf chairman, awarded the prizes. John D. Faulds, Jr., Faulds Oven & Equipment Co., social chairman, made many of the arrangements for the outing.

It was announced that the next meeting of the club will be a luncheon for members at the Sherman Hotel Sept. 9 to arrange for service at the American Bakers Assn. convention later.

—BREAD IS THE STAFF OF LIFE—

Standard Brands Net

Income Continues Up

Consolidated net income of Standard Brands, Inc., and subsidiaries operating in the U.S. and Canada for the first six months of 1954 amounted to \$6,014,101, equivalent after preferred dividend requirements to \$1.76 per share, Joel S. Mitchell, president, has announced. Net income for the same six months of 1953 was \$5,142,733 or \$1.49 per share.

Net sales of the company and subsidiaries operating in the U.S. and Canada totaled \$211,184,820 for the six months ended June 30, 1954, against \$204,357,822 for the like 1953 period.

For the second quarter of 1954 consolidated net income (after taxes)

was \$2,753,737 or \$.80 per share compared with \$2,365,233 or \$.68 a share in the second quarter of 1953.

A quarterly dividend of \$.50 per share was declared on the common stock, payable Sept. 15, 1954, to stockholders of record Aug. 16, 1954. A quarterly dividend of \$.875 per share on preferred stock was also declared, payable Sept. 15, 1954 to stockholders of record Sept. 1, 1954.

—BREAD IS THE STAFF OF LIFE—

Dick Brothers Bakery

Buys Sindelar Firm

MANITOWOC, WIS.—Dick Brothers Bakery Co., headed by Oscar Dick, has purchased the physical assets of the Sindelar Bakery Co., founded in 1934 by the late Frank Sindelar. The purchase includes a wholesale bakery route, trucks and some bakery equipment but not the real estate.

Mr. Sindelar and his wife both died unexpectedly the same day last August.

Mr. Dick said that the Sindelar retail shop on Washington St. was being closed.

Roman Meal Co. Moves Bakery Sales Office

CHICAGO—The Roman Meal Co. has moved its bakery sales office from room 2010 to suite 1458, remaining at the same address, 228 North LaSalle St., Chicago, according to Fred V. Robinson, bakery sales manager. Growing sales activity and the addition of several new members to the sales-service and clerical staffs made the move necessary, Mr. Robinson said.

—BREAD IS THE STAFF OF LIFE—

Nashville Distributor

Named by Sara Lee

CHICAGO—The C. B. Ragland Co., 300 Second Ave. So., Nashville, has been assigned a distributorship by Kitchens of Sara Lee, Inc.

The Sara Lee cakes will be fresh-frozen in the company's kitchens in Chicago and shipped frozen to Nashville. The company recently installed a large freezing plant in its Chicago bakery.

KELLY-ERICKSON Company, Inc.

OMAHA

NEW YORK

SAN FRANCISCO

We Operate
Our Own
Laboratories
Including
Pilot Bakery



HABIT, NOT CALORIES

(Continued from page 9)

flour and cereal products group.

The decreased consumption of wheat flour represents a dramatic change in the food habits of the consuming public. It is generally conceded that this is the result of many factors, but oddly enough this change in food habits, which must represent principally a decrease in consumption of breakfast cereals and baked products, has taken place during a period when the per capita consumption of commercially baked products and ready to eat breakfast cereals has experienced a steady increase. These facts are not generally recognized outside our industries and the average writer on the subject is inclined to report that the baking industry and prepared cereal industry are suffering the same depressed conditions to which the milling industry is subjected and which is attested to by our ever increasing surplus of wheat.

The largest advances have been made in the consumption of dairy products, fats and oils, and sugar and syrups—all high calorie foods. This truly represents a profound change in the eating habits of the nation. The trend to high calorie foods indi-

cates that our changing food habits have not been brought about by a conscious effort to reduce or to compensate for diminished energy expenditures despite the statement made so frequently that people shy away from bread because they think it is fattening.

Changes in eating habits have been brought about by technological improvements which have resulted in better distribution of certain products to make available, the year-round, vegetables and fruits which in 1909 were foods obtained only in season. They represent, in part, the results of the educational efforts of the dairy and meat industries and the impact of expensive advertising programs directed toward the consumer. Finally, the increased purchasing power of the consumer permits the substitution of more expensive foods for the economical grain products.

These factors are outside the control of the cereal manufacturer or the baker. Even if they were not outside our control, we would be unwilling to advocate a decrease in buying power and we would be unwilling to recommend against the educational process. There are, however, as I see it other factors which enter into this change in food habits and I would like to cite examples so as to make my point.

In 1909, the common breakfast cereals were dry cereals which had to be cooked (with water and salt by the housewife) before they were served at the breakfast table. Farina is such a cereal. A serving of farina is about three-quarters of a cup of the cooked product which represents one ounce of cereal. Because farina is cooked in water, it requires relatively little milk or cream to moisten it so that it can be made palatable. In 1909 our dish of cereal at breakfast (in this case farina) furnished 246 calories of which 104 were contributed by the cereal, 110 by the half and half, and 32 by the sugar. In this breakfast dish 42% of the total calories were obtained from a cereal product.

Today we have many prepared ready-to-eat cereals. Because they do not require previous cooking in water, they are dry when placed on the table. They require more cream than that previously used. Because the cereals are either puffed, curled or crinkled, so that a small weight occupies a relatively large space, it takes less of the cereal to fill a bowl. As an example, one cup of puffed wheat, which is an average serving, weighs about $\frac{1}{2}$ oz. and is consumed together with 6 oz. of half and half and two teaspoons of sugar. The total caloric value of this combination is 304 of which 52 comes from the cereal, 220 from the half and half, and 32 from the sugar. Only 17% of the calories in this combination are derived from a cereal product.

This truly represents a change in the eating habits of the public, but I do not think that this increase in consumption of milk and cream can be credited to the educational process, to advertising or to increased purchasing power of the consumer. It has been brought about only because of advances in the technology of prepared breakfast cereals.

We can apply the same principle to the products of the baking industry. In 1926 a pound loaf of bread was 8 in. long and each ounce of that bread occupied 6 cu. in. This commercial bread of 1926 was much lighter and fluffier than homemade bread but was a compact loaf as compared to the bread made today. The average pound loaf of today's bread is slightly less than 10 in. long and each ounce of today's bread occupies 10 cu. in. of space. A $\frac{1}{2}$ in. slice of bread made in 1926 weighed 1 oz., furnished 78 calories and had a single surface area of 12 sq. in. A $\frac{1}{2}$ -in. slice of today's bread weighs slightly more than $\frac{3}{4}$ oz., furnishes 63 calories and has a single surface area of 16 sq. in.

When Junior made a peanut butter sandwich in 1926, he applied peanut butter to one side of a slice of bread so as to cover it liberally. The amount of peanut butter required to cover that slice was $\frac{1}{2}$ oz. He placed another slice on top and had a sandwich the total caloric value of which was 279 calories, 56% of which came from the bread. Today, Junior makes his peanut butter sandwich in much the same fashion. He spreads sufficient peanut butter on one slice of bread to cover it, but, because the surface area has been increased, he now spreads 1 oz. of peanut butter instead of the $\frac{1}{2}$ oz. previously used. He places a second slice of bread on top and has a sandwich, the caloric value of which is somewhat higher—289 calories. In this sandwich, only 43% of the calories are contributed by the bread.

This also truly represents a change in our eating habits, but it is not a change due to advertising of the peanut butter manufacturer; it is not a change which may be attributed to our greater purchasing power; it is not a change which may be attributed to the broadening scope of education available to our children. This change in eating habits can be attributed only to a change in the product supplied by the baker over which he has some control.

A 1926 model cheese sandwich furnished 269 calories—156 from bread, 37 from the butter and 76 from the cheese. The 1954 model contributes 281 calories of which 50 come from the butter, 105 from the cheese while only 126 come from the bread. In 1926, 58% of the calories came from the bread while in 1954 only 45% came from the staff of life.

A slice of French toast in 1926 had

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$3.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

BAKERY WANTED

BAKERIES WANTED—WE HAVE BUYERS for all types of bakeries. Mail us your listings or inquiries. Murray Bloom, 26 Court St., Brooklyn, N. Y.

158 calories and 50% came from the bread. Today's slice of French toast furnishes 170 calories but only 37% of them in the form of bread. The same trend could be shown for meat sandwiches, jelly sandwiches, etc.

In each of these examples an increase in total caloric value is noted and a simultaneous decrease in the use of bread. By cutting the caloric value of the slice we have increased the caloric value of the serving—our trend toward "reducing bread" has backfired. We have decreased the possible use of our product and made necessary increased use of competitive foods.

I have several reasons for citing these examples. First, to point out that we should use some reservation in evaluating the impact of the advertising for products which compete against those made from wheat. Let us not give advertising full credit for the changes that have been brought about. Let us not rely solely upon advertising of our products as a means of reversing the changes which have taken place in the nation's eating habits.

Second, to point out the possibility of reversing the downward trend of wheat flour products by modification of the products of our industry. It is conceivable that small changes in bread and other bakery products toward more compact foods might be made to result in increased consumption of our products.

BREAD IS THE STAFF OF LIFE

W. C. Willard Gets New Corn Products Post

NEW YORK — W. H. Gamble, president of Corn Products Sales Co., has announced the appointment of W. C. Willard as manager of the company's Houston, Texas, branch office.

Graduating from Stanford University, Mr. Willard joined Corn Products early in 1941 as a retail salesman in Arkansas and Oklahoma. World War II interrupted his career in 1942. Three years later, honorably discharged from the Army with the rank of Captain, Mr. Willard returned to the southern division as a bulk product salesman. In 1952 he moved to the Memphis office as a staff assistant.

Mr. Willard replaces Paul C. Murphy, employed with Corn Products since 1918 and manager of the Houston office since 1926. Mr. Murphy, who is retiring, will assist Mr. Willard for several months.



What did Leslie say about—

DECEMBER WHEAT! DECEMBER RYE! MARCH WHEAT!

Letter No. 503, June 14—"We suggest you raise your buying point on December Wheat to 196 $\frac{1}{4}$, or for long term 198 $\frac{1}{4}$ March."

On June 18 December Wheat made its season's low of 195 $\frac{1}{4}$. RECENT PRICE — 217 $\frac{1}{4}$ PROFIT PER CONTRACT — \$1050

On June 18 March Wheat made its season's low of 198. RECENT PRICE — 218 PROFIT PER CONTRACT — \$ 988

Letter No. 502, June 7—"Hold December Rye bought last week at 107 $\frac{1}{4}$. If you did not follow our recommendation then, we advise you to buy now at 110 or lower." This was filled that Monday at 109%. RECENT PRICE — 123 $\frac{1}{4}$ PROFIT FIRST PURCHASE — \$787 SECOND — \$668

What Does This Week's Issue of THE LESLIE COMMODITY LETTER

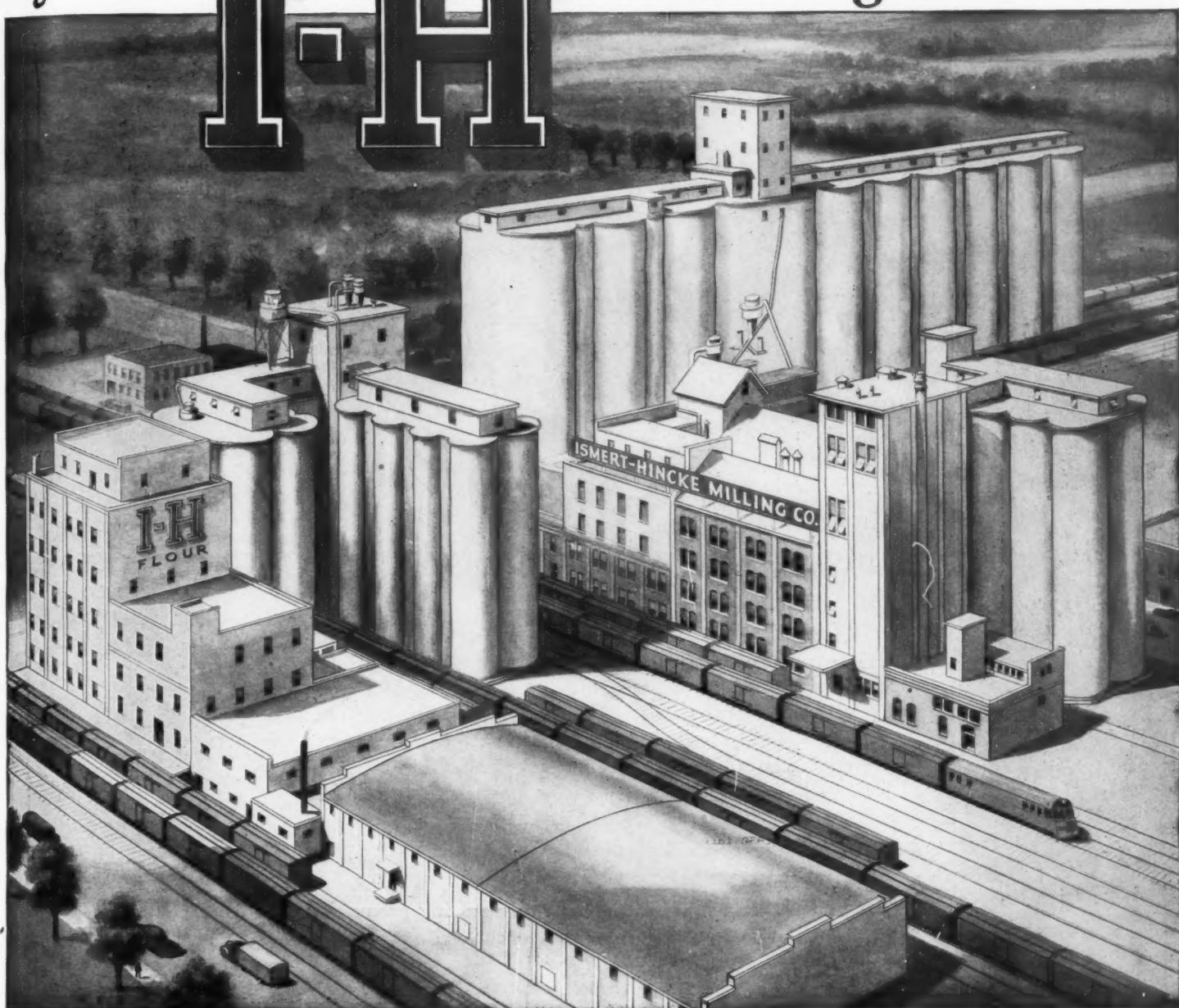
Say About March Wheat? January and March Soybeans?

SUBSCRIBE TODAY

1 year \$85 — 6 months \$50 — 5 weeks \$10

THE LESLIE ANALYTICAL ORGANIZATION
1227-N Bryden Rd., Columbus 5, Ohio

If it's I-H milled - it's "good" flour!



MILLS AT TOPEKA, KANSAS—8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



THE fine baking qualities of I-H flours will help you make the kind of quality loaf that really builds business for a baker. Wheat for I-H flours is carefully chosen from the cream of the crop. And the skill and experience of I-H millers guarantees uniform dependability.

THE ISMERT-HINCKE MILLING COMPANY
1570 W. 29th Street KANSAS CITY, MO. L.D. 243 L.D. 27



The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of *The Bakeshop Trouble Shooter* to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of *The American Baker* magazine.

The *Trouble Shooter* is becoming a classic among baking industry publications; it is now in its fourth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



**The American Baker,
P. O. Box 67,
Minneapolis 1, Minn.**

Bill me
 Payment is enclosed

Gentlemen: Please send.....copies of *The Bakeshop Trouble Shooter*, at \$1 each.

Name

Firm

Address

City..... State.....



from golden waves of grain

Only the finest high protein, hard spring wheats are used in the milling of King Midas Flour. And at every step in the milling process, emphasis is on quality.

That's why King Midas helps bakers to consistently produce higher quality products.



KING MIDAS FLOUR

A PRODUCT OF KING MIDAS FLOUR MILLS  MINNEAPOLIS, MINNESOTA



WITH more and more wheat being impounded under the government loan each year, it is doubly important to both the miller and his customer that a stock of superior wheat be laid by at harvest time. With five million bushels of elevator space, AMERICAN FLOURS are backed with storage room enough for a full year's milling needs. It pays to BUY AMERICAN.

Flour Capacity
4,000 Sacks

Grain Storage
5,000,000 Bu.

American Flours, Inc.

G. M. ROSS, President FLEMING ROSS, Vice-President PAUL ROSS, Secretary

T. G. McDONALD, Sales

NEWTON, KANSAS

STANEGG

Egg Yolks in Powdered Form

STANDARD MILLING COMPANY

HELPS YOUR SALESMEN MAKE THEIR CALLS

THE AMERICAN BAKER, published monthly, blankets the top 20% of the baking industry which buys 80% of the equipment, ingredients and supplies. Its circulation provides monthly personal sales calls in the 5 billion dollar baking industry, and furnishes contact with the people who directly or indirectly control the buying.

With its selective paid circulation **THE AMERICAN BAKER** concentrates on the large retail bakers and wholesalers, covering 80% of the baking industry buying power. It contains a wealth of special news columns and informative articles which arouse interest in your product or service.

Continued preference for **THE AMERICAN BAKER** is evidenced by a high renewal subscription rate. These features provide advertisers consistently strong readership and help create preference for your product. Here's a ready-made audience of buying power receptive to your advertising message.



These Features Insure Reader Interest:

Flour Market Review — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. **Washington News** — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. **Tested Formulas** — its technical editor brings expert advice on the baker's problems. **News Spotlight** — monthly baking news in a brief one-package presentation. **Successful Selling** — and other merchandising articles promote profitable selling methods. Tell the Baker **YOUR Facts Where He Gets HIS Trade Facts.**

THE MILLER PUBLISHING CO.
*The Businesspaper Family Serving the
Fields of Flour, Feed, Grain, Baking
and Agricultural Chemicals*
THE NORTHWESTERN MILLER • FEEDSTUFFS
THE AMERICAN BAKER • MILLING PRODUCTION
CROPLIFE

The American Baker

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BRANCH OFFICES: New York, Chicago, Kansas City, Toronto

3 BAKER FLOURS



that give
consistent quality,
for greater profits!

TEA TABLE
OVENSPRING
BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

ENCORE

MASTERPIECE - SWEET CREAM - VERY BEST

**There's a WORLD of
QUALITY in ...
JENNISON Flours**

•

W. J. JENNISON Co.

Office: 576 GRAIN EXCHANGE, MINNEAPOLIS 15, MINN.
MAin 8637

MILLS AT APPLETON, MINNESOTA
CHOICE OF MINNESOTA - BELMONT - STAMINA

BULAH

STRATTON GRAIN COMPANY
GRAIN AND FEED MERCHANTS
MILWAUKEE, WISCONSIN

CHICAGO, ILL.

ST. JOSEPH, MO.

NEW YORK, N.Y.

O. Fisher's
THE largest and most modern flour mill
and elevators on the Pacific Coast with
storage capacity at our mills of 2,500,000 bush-
els, together with more than one hundred elevators
and warehouses in the choicest milling wheat sections of Montana,
Idaho and Washington, insure the uniformity of all Fisher's Flours.

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Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTS. SACKS

Page's FLOUR



Every year is different in wheat buy-
ing—first one area then another is
favored by Mother Nature. For the
PAGE Mills at Topeka this is less of
a problem, because our location en-
ables us to draw choice wheats with-
out penalty from Kansas, Nebraska,
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CHICAGO 4, ILL.

California Allied Group Names Officers

LOS ANGELES—Jack McCarthy, Sugar Products Co., has been elected president of the Allied Trades of the Baking Industry of Southern California for the 1954-55 term. Art Pion, Swift & Co., was elected first vice president; Art Danzinger, Pillsbury Mills, Inc., second vice president, and Philip Seitz was reelected secretary-treasurer.

A report on the post-Forum survey was made by the chairman of the 12-member committee, Jim Dougherty, Sugar Products Co., at the group's recent meeting.

—BREAD IS THE STAFF OF LIFE—

\$200,000 BAKERY FIRE

DES LOGE, MO.—Officials estimated damages totaling in excess of \$200,000 when the Pan Dandy Baking Co. plant here burned June 25. Sev-

eral surrounding buildings also were damaged.

—BREAD IS THE STAFF OF LIFE—

MATERIAL HANDLING SHOW

CLEVELAND—The board of directors of the Material Handling Institute announce that the MHI will organize and sponsor a material handling show to be held at the Cleve-

ULYSSES DeSTEFANO

Mill Agent

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Correspondence Solicited

447-449 Produce Exchange New York, N. Y.

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THOMPSON FLOUR PRODUCTS, INC.

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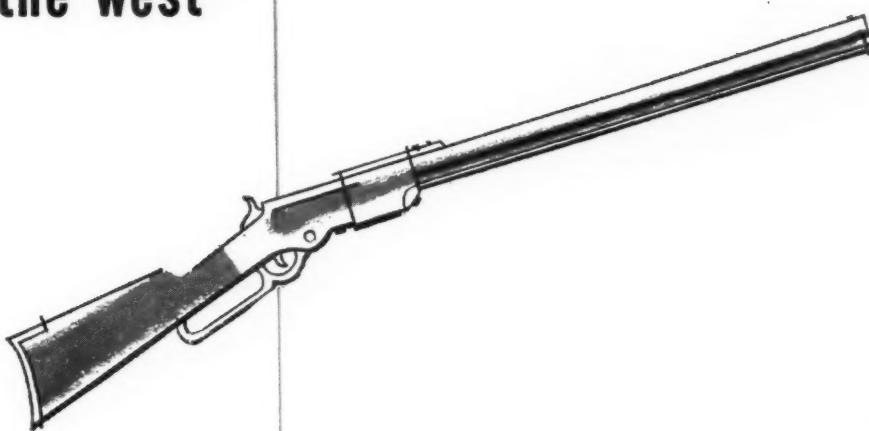
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Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

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like
"the gun
that won
the west"*



For years men staked their lives on the Winchester carbine because it was rugged, dependable and adaptable to their needs.

Today, millers stake part of their *business* lives on the flour treatment equipment and processes they use.

Recognizing that trust, N-A's Flour Service Division offers a complete, single-responsibility service for maturing, enriching and color improvement—all handled by an integrated organization with over a third-of-a-century of experience, using time-tested materials designed for the job, backed by research laboratories to work with you and your consultants and a field staff to provide regular preventive inspections as well as to be on call for any emergency.

*Winchester: The Gun That Won The West—by Harold F. Williamson.

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for flour maturing
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for a whiter, brighter flour
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for uniform enrichment



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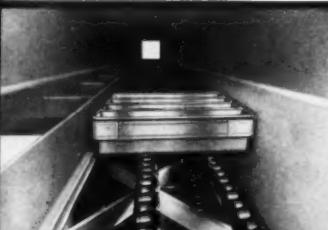


**A Panway System
Cools Pans Faster...
Saves Space... Reduces
Number of Pans Required**

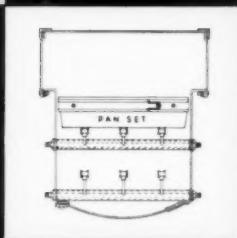
Hot pan sets leave oven or depanner and are conveyed up incline toward reservoir section. Pan sets travel on slip-proof Panway roller chain which is unaffected by heat, grease, oils or acid. Speed of chain is synchronized to match production rates.



Cooled pan sets return from the overhead section on Panway decline section to automatic pan greaser. All pans are now at uniform temperature... ready for more production.



Interior view of cooling tunnel. Each pan has maximum surface exposed to air for fastest cooling. Note guide rail at left which can be removed to accommodate longer pan if desired. Panway systems are available with or without forced air cooling tunnels.



SAVES YOU... FLOOR SPACE • MANPOWER TIME • PANS • MONEY

The benefits of a Panway system will become apparent just as soon as the system is in operation in your plant. Contact your nearest USP representative today, he'll be glad to assist you.

**UNION STEEL PRODUCTS CO.
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USP

**automatic pan
cooling conveyor**

Ask the baker who has one.

He'll tell you that USP Panway, the modern automatic pan cooling conveyor, is a real production streamliner. Panway cools pans faster... automatically, saving time and labor, reducing storage, pan damage and number of pans required. All variations of temperature in pans entering the proofing system is eliminated. Panway smooths and speeds production through a continuous flow of pans from oven or depanner to pan greaser... all in a matter of minutes!

